

## **BULKY DOCUMENTS**

(Exceeds 300 pages)

**Proceeding/Serial No: 91177192**

**Filed: 12-05-2008**

**Title: Opposer's Notice of Reliance**

**Part 9 of 10**



Source: News & Business > Combined Sources > News, All (English, Full Text) ☐  
Terms: nautica and date(geq (1/1/1998) and leq (12/31/1998)) (Edit Search | Suggest Terms for My Search)

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**NST GENERATION--NAUTICA'S NEWEST BRAND WAS CUSTOM MADE TO GRAB THE ATTENTION OF YOUNG MALE CONSUMERS.** *Footwear News October 12, 1998*

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Footwear News

**October 12, 1998**

**SECTION:** Pg. 27; ISSN: 0162-914X

**IAC-ACC-NO:** 53101921

**LENGTH:** 446 words

**HEADLINE:** NST GENERATION--**NAUTICA'S** NEWEST BRAND WAS CUSTOM MADE TO GRAB THE ATTENTION OF YOUNG MALE CONSUMERS.

**BYLINE:** Schneider-Levy, Barbara

**BODY:**

For those young men who typically shop in specialty athletic chains, **Nautica** has created its NST label, composed of fashion-athletic sportswear, footwear and accessories.

According to David Chu, designer and chief executive for the New York-based **Nautica** International Inc., the colorful collection will debut for February '99 at stores such as Champs, Foot Locker, Footaction and Finish Line, totaling about 850 doors. These specialty athletic chains are a new retail venue for the company; the line will also be distributed at select department stores.

Chu said NST (**Nautica** Sport Tech), designed to appeal to 16- to 25-year-olds, will be priced about 10 percent to 15 percent less than **Nautica's** existing sportswear line, which will make the products more affordable to this market segment. But the designer also stressed the line will feature items that **Nautica's** classic customers will find enticing.

The collection's key looks include bright nylon pouch jackets, mechanic's coveralls, mesh shorts and tanks and nylon pants. "I love the idea of cargo pants with graphic T-shirts or windshirts," said Chu, adding that the new line incorporates technical fabrics and features in its casual items. The spring '99 line features active materials such as nylons, meshes and synthetics, and breathable fleece will be added for fall.

"It's [NST] a new concept for this [**Nautica**] franchise," explained Chu, adding that all product categories will be showcased in concept shops that **Nautica** designed for athletic specialty stores, as well as more traditional retail outlets. NST, he added, will be promoted in a national advertising campaign.

While athletic specialty stores are a new area of distribution for the company, **Nautica** athletic footwear, licensed to Genesco Inc., Nashville, Tenn., has been distributed through these channels since its spring '97 debut.

Initially, **Nautica** athletic footwear offered running and cross-training styles, but now that it is under the NST label, the line will be expanded to include, fitness, basketball and court shoes. The footwear will pick

up the signature color scheme of the apparel collection.

In addition to performance styles -- some of which feature NST's exclusive technology that incorporates a dual-density carbon element for shock absorption and energy return -- there are more broad-based, street-inspired designs, according to Mike Hannah, national sales manager, athletics. Average retail prices for the line are in the \$ 70 range.

Although to date the company does not offer women's NST apparel, about 40 percent of the athletic footwear business is done in women's styles, said Hannah.

**IAC-CREATE-DATE:** December 11, 1998

**LOAD-DATE:** December 15, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i](#)

Terms: nautica and date(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:45 AM EDT



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*Williams learns harsh lesson of rule of Law The Times (London) October 12, 1998, Monday*

Copyright 1998 Times Newspapers Limited  
The Times (London)

October 12, 1998, Monday

**SECTION:** Sport

**LENGTH:** 474 words

**HEADLINE:** Williams learns harsh lesson of rule of Law

**BYLINE:** Edward Gorman, Sailing Correspondent

**BODY:**

CHRIS LAW is an intimidating competitor. In the final of the national match-racing championships at Falmouth yesterday, he blew away Ian Williams with a display of aggressive and accurate racing to take the title at the first time of asking.

Williams, the defending champion and a young man tipped by national coaches as having a very bright future in professional sailing, seemed to lose his way after an incident in the first race that gave Law a psychological hold he never surrendered.

Williams had managed to inflict a penalty on Law in the pre-start and was ahead on the last run after Law exonerated himself. However, as the world-ranked No 2 bore down on him within sight of the finish, Williams fouled his pursuer and, within seconds, found himself with two penalties. Instead of going on to take a vital first win, he was left to play catch-up and eventually lost the best-of-five contest 3-0.

Afterwards, Williams, who, at 21, is less than half Law's age and who started match-racing only two years ago, admitted inexperience had been his downfall. "After that, we struggled a bit," he said. "Chris's style is obviously very imposing and, if we'd handled that aggression a little better, we would have beaten him."

For Law, it was a satisfying end to a championship in which he has shown why he and his crew of Andy Hemmings, Julian Salter and James Stagg are currently so highly rated. All week, they had young pretenders trying to knock them off their perch, but, to their credit, Law and his Nautica-sponsored colleagues never lowered their guard.

Law was beaten only twice all week. His second defeat came in a 3-1 semi-final victory over Andy Green, whose performance again underlined his considerable potential in this demanding style of sailing after a year on the professional circuit. "Chris sailed really well - that's why he is No 2 in the world - and he raised his game today. That's what he's so good at doing. We had to sail out of our skin just to beat him once," Green said.

Green ended up fourth overall after losing the sail-off for third place to Richard Sydenham, who had earlier inflicted the only upset in the championship when he defeated Andy Beadsworth 3-0 in the quarter-finals.

Falmouth proved a great setting for the event, with courses set right inside the harbour and close to shore. The only regret must be that so few people turned out to watch some exciting racing.

In the Around Alone race, Mike Golding, of Great Britain, in Team Group 4 was lying in second place, 93



miles behind Marc Thiercelin, of France, the Class 1 leader, in Somewhere, who still has around 4,000 miles to go to the first leg finish at Cape Town. In Class 2, Mike Garside, of Britain, in Magellan Alpha, was still in second place, 19 miles behind JP Mouligne, of France, in Cray Valley.

**LOAD-DATE:** October 12, 1998

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) ☐

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Event: *Master Apprentice Fashion Show Star Tribune (Minneapolis, MN) October 16, 1998, Metro Edition*

Copyright 1998 Star Tribune  
Star Tribune (Minneapolis, MN)

October 16, 1998, Metro Edition

**SECTION:** Pg. 9E

**LENGTH:** 106 words

**HEADLINE:** Event: Master Apprentice Fashion Show

**BYLINE:** Eric Hanson; Staff Writer

**BODY:**

Event: Master Apprentice Fashion Show

1:15 p.m. Britney Spears performance and 2 p.m. fashion show, Mall of America rotunda. Spears autograph session, 3 p.m., Sam Goody, Mall of America. Free.

Fashion designers have always recycled old ideas - now they are using a different kind of recycling. Tommy Hilfiger, Betsey Johnson and **Nautica** by David Chu are among the 32 designers represented in this teen fashion show that features clothing made from Fortrel's "EcoSpun," a polyester fiber made from recycled plastic bottles. Sixteen-year-old pop singer Britney Spears will perform at 1:15 p.m. and sign autographs at 3 p.m.

**GRAPHIC:** Photograph; Photograph; Photograph; Cartoon; Cartoon

**LOAD-DATE:** October 16, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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*PFALTZGRAFF SETS SAIL WITH NAUTICA TABLETOP COLLECTIONS; Brief Article HFN The Weekly Newspaper for the Home Furnishing Network October 19, 1998*

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HFN The Weekly Newspaper for the Home Furnishing Network

**October 19, 1998**

**SECTION:** Pg. 48

**IAC-ACC-NO:** 53138181

**LENGTH:** 500 words

**HEADLINE:** PFALTZGRAFF SETS SAIL WITH **NAUTICA** TABLETOP COLLECTIONS; Brief Article

**BYLINE:** Zisko, Allison

**BODY:**

NEW YORK-Pfaltzgraff president Dave Lengyel stood in the **Nautica** showroom on Fifth Avenue here last week, proclaiming the marriage between the two companies a match made in heaven.

**Nautica** wanted to get into the home furnishings business, while Pfaltzgraff wanted the exclusivity of a designer base, Lengyel explained during a premarket preview, and thus, he said, "The marriage was made."

Describing the collaborative effort between the two companies, their interactive consumer research and the importance of having fully cross-merchandised products in the housewares department, Lengyel unveiled Pfaltzgraff's two new collections that will be marketed under the **Nautica** name: **Nautica Bermuda Tablewares** and **Nautica Signature Tablewares**.

Both collections capitalize on the casual lifestyle trend and the mix-and-match concept. Although they are available as five-piece place settings retailing for about \$ 40, the emphasis will be on open stock, Lengyel said. Place settings will be driven by the bridal business, he added.

**Nautica Bermuda Tablewares** calls to mind a tropical island setting, complete with waving palm trees and balmy breezes, in its three patterns: Indigo Rose, Calico and Rattan, with their respective florals, calicos, stripes and basket weave design.

All three patterns have accessories, such as salt and pepper shakers, creamers, etc., that range in price from \$ 20 to \$ 50. The five-piece setting comes with a cup and saucer, but there are also two sizes of mugs from which to choose. Coordinating faux ivory-handled flatware and blue and tan table linens by Excel complete the look. Other accessories include mahogany-colored, wood chargers, centerpiece bowls and candleholders.

**Nautica Signature Tablewares** is more casual than Bermuda, evoking a diner look with a simple navy blue band around the rim of the white dinnerware. **Nautica's** trademark colorblocking is evident in the frosted block glassware and flatware with red, white and blue handles. A five-piece place setting includes a cup and

saucer; there is also a large latte mug, large soup bowl and other accessories, including navy blue wooden chargers and lazy Susans.

Retail reaction prior to the show has been good, according to Matt Haley, Pfaltzgraff product manager. He said retailers love the diversity and the mixed-media look as well as the pre-packaging. Dinnerware comes in white boxes with the **Nautica** logo and product photography on the back. The flatware is packaged in tall, triangular boxes with an applied label.

Although the **Nautica** launch will be the thrust of Pfaltzgraff's product introductions at the show this year, the company is adding to several of its existing collections. There will be line extensions in Naturewood; new glass serving pieces for Ocean Breeze; four-piece place settings added to Choices; and a re-emphasis of Cape May and Rio. The company is also introducing a stand-alone collection of mugs, with more than 40 designs in six shapes.

**IAC-CREATE-DATE:** December 18, 1998

**LOAD-DATE:** December 21, 1998

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) ☐

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:37 AM EDT



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*TRIATHLETES MAKE FASHION STATEMENT Plain Dealer (Cleveland, Ohio) October 22, 1998 Thursday,  
FINAL / NORTHWEST*

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Plain Dealer (Cleveland, Ohio)

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October 22, 1998 Thursday, FINAL / NORTHWEST

**SECTION:** STYLE; Pg. 5F

**LENGTH:** 619 words

**HEADLINE:** TRIATHLETES MAKE FASHION STATEMENT

**BYLINE:** By PATRICIA McLAUGHLIN

**BODY:**

Triathletes master the art of the quick change.

In the Ironman, they come out of the water after swimming 2.4 miles, rip off their goggles, slap on helmets and shades, hop on their bikes and take off barefoot. Their bike shoes are already snapped onto their clipless pedals; they slip their feet into them as they ride and, 112 miles later, their feet come out of them as they leave the pedals.

They hop into their racing flats, which have some kind of a speed-lace system so they don't have to stop and tie them, trade their helmets for hats, and run a marathon, 26.2 miles.

But just because they don't stop to primp doesn't mean they don't care how they look. They support a raft of specialty companies that make specialized and notably sharp-looking swimsuits, wet suits, goggles, sunglasses, cycling shoes and helmets and gloves, and running shoes and shorts and singlets.

Form follows function. In the 1995 Ironman, six-time champ Mark Allen wore a full-body one-piece swimsuit because he had read it would cut drag. "It looked like I borrowed my wife's suit," he says. "Kind of dorky but it was worth being embarrassed to swim faster." Pro triathlete Wendy Ingram also wears a one-piece. "I have to," she says, "because then they can fit more logos on me."

A rookie triathlete may start out on a \$69 10-speed, as veteran race producer Jack Caress bragged he did in Triathlete magazine, but sooner or later he'll want a custom or customized bike with tri-bars (special handlebars you rest your forearms on), an aerodynamic frame and deep-dish wheels, and a snazzy custom paint job he can color-coordinate his cycling duds to.

Triathlon has a reputation for attracting gearheads, shoppers and preeners; the June issue of Triathlete magazine called it "the most exhibitionistic timed sport the world has ever known." Editor T.J. Murphy says triathletes are "always looking for something new, different, more colorful and technologically more advantageous."

They can afford to. The average triathlete has a household income of \$85,000, the magazine has reported. "With the average bike racer, it's \$32,000," according to Steve Harad, who owns Steve's Multisport, a triathlon outfitter in Blue Bell, Pa.

He says triathletes are "your achievers, type A corporate executives. They're driven people. And they've got the money to buy \$1,000 wheels, \$200 cycling shoes, \$200 pedals." He says some triathletes will pay \$8,000 or \$9,000 for a bicycle - one reason he was able to spend five years testing his own tri-bike design in wind tunnels.

Only about 225,000 Americans have completed a triathlon, a number that grows by about 12 percent a year, but the sport has a major wannabe factor. Murphy says Oakley sunglasses "pretty much took off because of triathletes wearing them." Timex has sold an estimated 30 million of its Ironman Triathlon watches.

And now the big guns of lifestyle marketing are getting into the act. **Nautica** sponsors the Malibu Triathlon, and New York designer Ralph Lauren is reportedly looking for a triathlon connection. Look for a product-placement feeding frenzy when the triathlon hits the Olympics in Sydney, Australia, in 2000.

In a consumer economy where most sports fans participate by watching television, triathlon pushes all the right buttons: beautiful bodies, buckets of money spent on cool clothes and new toys, and a severe endurance test that, edited down to one hour from 17 or so, makes great TV. Ironman coverage routinely lingers on shots of spent competitors wobbling, staggering and crawling across the finish line to collapse in the arms of officials. You might not want to do it yourself but, hey, how about a pair of those cool wraparound shades?

**GRAPHIC:** PHOTO: MICHAEL BRYANT / PHILADELPHIA INQUIRER; Maybe we can't compete with them, but we can dress like them: Triathlete chic makes its way into fashion.

**LOAD-DATE:** October 23, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Law puts his case to head Cup challenge Sunday Times (London) October 25, 1998, Sunday*

Copyright 1998 Times Newspapers Limited  
Sunday Times (London)

October 25, 1998, Sunday

**SECTION:** Sport

**LENGTH:** 928 words

**HEADLINE:** Law puts his case to head Cup challenge

**BYLINE:** Keith Wheatley

**BODY:**

Chris Law faces a tense year as he hopes for America's Cup victory, says Keith Wheatley

CHRIS LAW is a sailor with his eye on the horizon, but not too distant a one. His precise focus is Auckland Harbour, a year from this weekend, when the first races of the America's Cup challenger series begin.

Law's mission for the past three years has been to ensure that his credentials for helmsman's spot on the British yacht are so overwhelming that he simply has to be chosen. No regatta on the international grand-prix match-racing circuit has been too obscure or remote for him, and he has reached seven finals and won four this year alone.

When the new world rankings come out in a week or so, Law, 46, could be the new world No 1, the first British sailor to hold a spot dominated by figures such as Dennis Conner and Chris Dickson. "I am surprised we've done so well, but we've got so much raw talent in the crew, bonded together by mutual respect and trust," said Law.

He once had a reputation for being tricky, mercurial in his relationships with competitors and shipmates. "I began my international and Olympic sailing in a Finn, a solo dinghy that requires total individualism," said Law. "In those days I was a pain in the arse to sail with and I know it."

He has now sailed with James Stagg (bowman), Andy Hemmings (trimmer) and Julian Salter (tactics) for three years. They travel the world constantly, paying travel and living expenses from Sports Council grants plus sponsorship from Nautica clothing, and living off prize-money.

"You need confidence in one another's judgment when things like the mortgage payment depend on the speed of a spinnaker hoist," said Law. "But we've become like a four-cylinder engine, far stronger and more powerful than the individual units."

Last week Law's men were racing in Bermuda for the Gold Cup. The entry list was a Who's Who of top sailors. Paul Cayard, Russell Coutts, Ed Baird and Peter Gilmour were there, all as well-paid representatives of powerful America's Cup syndicates.

The Nautica team bought their own tickets and paid their own hotel bills. "It's exactly like being a Formula One privateer and turning up to compete at Silverstone against McLaren and Ferrari. Bloody hard," said Law.

To get himself on to the British boat in Auckland next autumn, Law faces two hurdles. The first is the long-time rivalry with Lawrie Smith, one of the founders of the Spirit of Britain challenge, a significant investor and its appointed sailing director.

Smith has had a passion for the America's Cup for almost 20 years. He was helmsman of the British entry Lionheart in 1980 when he was only just into his twenties. Smith loves to steer race boats, and handing control of his baby to another sailor would not be easy.

However, he and Law have held friendly discussions about the situation. "Without Lawrie and Angus Melrose (managing director of Spirit of Britain) there wouldn't be a challenge," said Law. "I totally accept his role as sailing director. That, in a way, makes me optimistic, since he has to be seen to do the right thing in the interests of the group. I'm putting my hat in the ring and saying, 'I'm the right guy to steer the boat'.

"What I've been doing with all this match-racing for the last three or four years is trying to prove that. I'm saying, 'I'll take on anyone, in any keelboat, anywhere in the world to show that I'm the right guy for the job'."

Law's second hurdle could be tougher. Despite more than a year of design and technical work, there is still what chairman Professor Andrew Graves calls a "financial black hole" in the centre of Spirit of Britain's plans.

Unless the group can raise a minimum of Pounds 5m in the next two months and start building the yacht hulls immediately after Christmas, there won't be a British entry.

"The elements of a deal are in place but we're not as far on as we had hoped," said Graves, an international automotive management guru and ex-Formula One player brought into the challenge precisely because of his lack of sailing background.

"With our technical partners we've achieved huge amounts in terms of designing the boats, masts and sails, but it would be irresponsible to start building those two hulls unless we know where the money is coming from to finish the job and get us to Auckland."

Graves believes there are two major problems. The first is that Team New Zealand, responsible for organising the regatta and racing the defender yacht, have been slow to create a precise television package for the event. With a year to go, it still is not signed.

"All the challengers have been grotesquely damaged by this in terms of sponsorship," said Graves. "Uncertainty over whether it will ever be on television does not give the marketing director of a blue-chip plc a good feeling."

The second problem is one of image. Many prominent sailors, notably Paul Cayard, feel that the America's Cup has been overtaken in prominence and public appeal by the Whitbread Race.

Global economic worries have not helped the fund-raisers, but those close to the project feel there is still a better than even chance of a British boat battling it out for the Auld Mug.

For Law the frustration grows with every month that passes. "Technically I know that this will be the best British challenge for generations and I just want the chance for this country, which I love so much, and its young sailors, who have so much talent, to show what they can do in the America's Cup," he said.

**LOAD-DATE:** October 26, 1998



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*STORES GIVE SHOPPERS MANY OPTIONS Palm Beach Post (Florida) October 25, 1998, Sunday,*

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Palm Beach Post (Florida)

**October 25, 1998, Sunday, MARTIN-ST. LUCIE EDITION**

**SECTION:** SPECIAL, Pg. 54

**LENGTH:** 698 words

**HEADLINE:** STORES GIVE SHOPPERS MANY OPTIONS

**BYLINE:** Pat Moore, Palm Beach Post Staff Writer

**BODY:**

An onslaught of new retail stores is offering Treasure Coast shoppers a wider spectrum of items closer to home.

"From talking to people, especially newcomers, we certainly are not losing the amount of shoppers to Palm Beach County as we used to," said Joe Catrambone, executive director of the Stuart/Martin County Chamber of Commerce.

From the opening of Home Depot in Fort Pierce to the Circuit City store in Jensen Beach and HomeGoods in Stuart, Treasure Coast shoppers are finding new places to spend their money - and not necessarily at the malls.

Still, three regional shopping malls - Indian River Mall in Vero Beach, Treasure Coast Square in Jensen Beach and The Gardens mall in northern Palm Beach County - are thriving.

The Vero Beach and Jensen Beach malls are anchored by Dillard's, Burdines, Sears and JCPenney. The Gardens has Macy's, Bloomingdale's, Saks Fifth Avenue, Sears and Burdines.

The Indian River Mall in Vero Beach also houses a 24-screen movie theater.

But the regional malls aren't the only draw for shoppers looking for a bit of diversity.

The area's largest commercial retail district with a variety of restaurants and specialty shops continues to grow along U.S. 1 in Jensen Beach. Circuit City and Steak 'n Shake recently opened south of Britt Road and more stores, including Bed, Bath and Beyond, Michael's Crafts and Chuck E. Cheese's, are in the planning stages.

Already along that strip of highway are Barnes & Noble, The Sports Authority, Service Merchandise, Home Depot, Rooms To Go, Toys R Us, Red Lobster, Olive Garden, TGI Friday's, Chili's, Pier One Imports, Haverty's Furniture, Target and a dozen other stores and restaurants.

The old Martin Square Mall at U.S. 1 and Indian Street - another major commercial retail intersection - is undergoing a renovation to add a Home Depot between Upton's and Kmart.

A new Winn-Dixie shopping center has opened along U.S. 1 in Port St. Lucie and Home Depot and Wal-Mart Superstore opened in the past year east of Interstate 95 on Okeechobee Boulevard in Fort Pierce.

The Manufacturer's Outlet Center at Interstate 95 and Okeechobee Boulevard has closed most of its stores *after losing shoppers* to the area's largest outlet mall, Primes Outlets at Vero Beach, just west of Interstate 95 at State Road 60.

The center still offers brand-name items at reduced prices and stores include a Levi's Outlet, Polo Ralph Lauren and Anne Klein shops.

The Orange Blossom Mall in Fort Pierce has lost many of its stores since the closing of Sears in 1997, but shoppers can still find 27 stores at the mall that is anchored by Belk Lindsey.

#### Regional malls

##### North Palm Beach County

The Gardens - 3101 PGA Blvd., Palm Beach Gardens. Anchors: Macy's, Burdines, Bloomingdale's, Saks Fifth Avenue, Sears. Stores: 180. Size: 1.35 million square feet. Hours: 10 a.m. to 9 p.m. Monday through Saturday. Noon to 6 p.m. Sunday. Parking: 7,000 spaces. For information: 775-7750.

##### Martin County

Treasure Coast Square - 3174 N.W. Federal Highway, Jensen Beach. Anchors: Sears, JCPenney, Burdines, Dillard's. Stores: 140. Size: 1.2 million square feet. Hours: 10 a.m. to 9 p.m. Monday through Saturday. Noon to 6 p.m. Sunday. Individual store hours may vary. Parking: 4,000 spaces. For information: 692-0100.

##### St. Lucie County

Orange Blossom Mall - 4300 Okeechobee Road, Fort Pierce. Anchor: Belk Lindsey. Stores: 27. Size: 500,000 square feet. Hours: 10 a.m. to 9 p.m. Monday through Saturday. Noon to 5:30 p.m. Sunday. Parking: 2,100 spaces. For information: 466-5100.

##### Indian River County

Indian River Mall - 6200 20th St., Vero Beach. Anchors: Dillard's, Burdines, Sears, JCPenney. Stores: 85. Size: 880,000 square feet. Hours: 10 a.m. to 9 p.m. Monday through Saturday. Noon to 6 p.m. Sunday. Parking: 5,500 spaces. For information: 770-6255.

#### Outlet Centers

Prime Outlets at Vero Beach - State Road 60 west of Interstate 95, Vero Beach. Shops: 80. Hours: 9 a.m. to 8 p.m. Monday through Saturday. 11 a.m. to 6 p.m. Sunday. Brand name manufacturers including Dooney & Bourke, Polo Ralph Lauren, **Nautica**, Corning/Revere and Anne Klein stores. For information: 770-6171.

#### NOTES:

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**LOAD-DATE:** October 29, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

View: Full

Date/Time: Wednesday, June 21, 2006 - 10:31 AM EDT

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*Fabrics absorb designs of the Orient Milwaukee Journal Sentinel (Wisconsin) October 25, 1998 Sunday*

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Milwaukee Journal Sentinel (Wisconsin)

October 25, 1998 Sunday All

**SECTION:** Interiors Pg. 1

**LENGTH:** 1210 words

**HEADLINE:** Fabrics absorb designs of the Orient

**BYLINE:** CAROL GUENSBURG

**SOURCE:** Journal Sentinel staff

**DATELINE:** New York, N.Y.

**BODY:**

Maybe it's feng shui or a rare, favorable trade wind blowing in from the financially buffeted Far East. Whatever the source, Asian motifs are sweeping into American home fashion designs with only slightly less force than tsunami.

Dress a bed with a handsome spread from Croscill's Sapporo line, featuring feathery purple blooms and muted greens on a mottled ivory cotton weave. Toss in a Chinese-red, dragon-patterned silk brocade floor pillow from MU/H of New York. Drape the scene with ecru linen panels in a minimalist tone-on-tone print resembling the yin-yang symbol, designed by a Japanese artist for the Dutch company Toppoint. Set out a bedtime snack of seasoned rice crackers in a Filipino Capiz shell bowl dyed a glossy celery green, from Asplaphile of Los Angeles.

That gives you a taste of Oriental flair at the fall New York Home Textile Market held earlier this month. It was a weeklong rush for at least 250 manufacturers and thousands of wholesale buyers trying to divine the public's tastes in bed, bath and kitchen linens, plus accessories.

There were other market forces, of course. Among them: an incoming tide of lively blues, greens and aubergine, with the spice world of cinnamon and mustard receding a bit. A continued wave of sheer imagination light veils of subtle color and elegant pattern for windows and shower curtains. And, inspiration from haute couture, evident in sweeps of melon organza tied over gray silk pillows or fancy, fringed embellishments on plush bath towels.

"There's an ongoing trend toward a diversity of fabrics: Burnouts, silks, textures. And there's much more influence from apparel fabrics than there's ever been before," says Penny Sikalis, show manager for exhibitors at the Jacob Javits Center. Scores of other textile makers, especially big and/or chichi names, have permanent showrooms elsewhere in Manhattan.

"In the past, home fashions had been very much a plain weave with a printed design," Sikalis continues. "Now there's a real variety, even within one bedding ensemble. Pillow shams can be made of two separate fabrics, with the face one material and the flange another. And the sheeting and duvet cover could be entirely different."

Such is the case at Bella N otte, a high-end bedding company from Novato, Calif. Its booth made up a bed with pale blue linen sheets, a reversible silk and linen duvet, a heather-blue chenille spread folded at the foot, and a tumble of pillows in assorted fabrics. Kathleen Mc Coy says her firm routinely combines silk, satin, damask, linen, chenille and velvet.

"Everything in the line is completely washable," she says meaning no need for dry cleaning. The products pose enough of an investment: A queen-size sat in velvet duvet retails for \$450; a queen flat sheet runs about \$210. Items are sold a la carte.

Plain and printed cottons remain the stock in trade at Springs Industries, a South Carolina mill that turns out consumer goods under such names as Wamsutta, Springmaid, Bill Blass, and Liz at Home. It also does private-label work for Target stores and for Kmart's Martha Stewart line. Torrence Shealy, senior vice president of marketing for bed and bath, reports that the market "seems to be becoming bipolar. There are luxury or better goods, and then there are very promotional goods that are great value. The middle ground, which is where we used to do all the business, is shrinking. The 180-thread count is kind of going away."

At the upper end of Shealy's business is Wamsutta Elite, with 100% cottons in various finishes and thread counts from 250 to 320. Prices range from \$15 to \$40 for sheets to \$150 to \$300 for a queen-size comforter.

Color has come on strong, in aubergine and vibrant greens and blues. The patterns, especially at the upper end, Shealy says, "feature clean designs. It could be Asian but more often it's just simple. We're just in that particular fashion cycle. Sooner or later, we'll see bouquets of English country chintz."

Shealy's protestations aside, there is the matter of those Zen-like designs popping up at every turn.

Take **Nautica's** bamboo-patterned place mats in a clay-colored print, and the "Bambu" bed ensemble of taupe foliage on a natural backdrop from Beco Industries. Or the unexpected coupling of silvery-blue silk damask and melon-hued silk charmeuse on a pillow from luxe linen designer Ann Gish. Or a rectangular "sushi" soap dish, in colorful red, orange, yellow or green resin, from Debra Skyler Inc.

"This market, we've felt an Asian influence," says Todd A. DeBord, national sales manager for Croscill. He points to the new Sapporo line as well as Metropolitan, a geometric design in taupe, black and tan. The latter is part of the company's attempt, in the past few years, to break out of a mold.

"We've always been known for florals, and now contemporary is a big part of our business," DeBord says. That includes Norita, a block-print ensemble in tan and gray-green against cream, with braid trim on the duvet and contrasting print border on the top sheet.

But the company brings up bold color for the juvenile market, in its Good Night Bear line. The pattern's off-white blocks featuring a whimsical teddy reading, playing or driving a car have a midnight-blue background studded with stars.

Some designers borrowed directly from couture. For example, Julie Julie, an Indianapolis firm, dressed plain-Jane chairs in a filmy silk organza just like the floaty overlay on a Giorgio Armani gown. The removable "chair dressing," priced at a gasp-worthy \$180 to \$290, comes in two styles: the Clara Bow, with pleats falling from the "waist," and the Isadora Duncan, with sequined trim.

IZ Design Inc., a custom bedding firm in New York, also looked to apparel for its \$170 mohair throw. It's rendered in charcoal gray edged with purple, two of the hottest colors coming down the runway. And Bay Linens showed sleek tailoring on a buttoned-down envelope pillow in a textured taupe fabric.

Other notable looks: MU/H of New York, which introduces a Frankie line of metallic embroidered organza pillows, gets really distinctive with a potpourri patch. The 12-inch-square pillow has an organza pocket to see and smell dried petals; the pillow zips open for cleaning and freshening.

No maintenance is needed for botanicals from Carole Shiber Designs of Brooklyn. Tabletops bloom with her hand-painted place mats, coasters and runners. For spring, there are pansies, peonies, daisies and dogwood; for summer, citrus wedges, hibiscus and beaming suns; for fall, maple leaves; for winter, poinsettias. A four-pack of "fresh-cut," vinyl-coated canvas coasters goes for about \$32. Linen place mats cost \$30 apiece, and linen runners run \$90 to \$170.

Switching from textile savvy to tensile strength, Taymor Industries shows a great sense of servitude: a chrome- or brass-plated steel bathtub caddy that holds candles and/or wine glass.

"People are looking to relax," shrugs sales vice president Randy J. Wright, and his company obliges. It retails for about \$80. For the April home market, Wright swears, he'll combine already existing options, such as a book rest and mirror, in a do-it-yourself kit.

Now that's tray chic.

**GRAPHIC:** Photo  
DAVID JOLES  
STAFF PHOTOGRAPHER

History for the living  
Dressed in period clothing, volunteers hold a mock funeral for Civil War soldier Isaac Acker and his wife, Amanda Scott Acker, at a cemetery and historic site. About 60 people, many belonging to state historical groups, took part in the event last weekend. Three veterans from the War of 1812 and 45 veterans from the Civil War are buried at the cemetery, which is 3 1/2 miles east of Stockbridge on Calumet County Road E. Photo color 1

Pillows from MU/H illustrate the tone of the New York Home Textile Market held this month. Photos color 2, 3, 4

Above: Products by Springs Industries for the Wamsutta line feature clean designs and simple patterns. Left: Almost any chair can be transformed with floaty overlays in organza by Julie Julie. Below: This hand-painted peony place mat is layered over a lily pad place mat, from Carol Shiber Designs.

**LOAD-DATE:** October 29, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) [\(Edit Search\)](#) | [Suggest Terms for My Search](#)

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Date/Time: Wednesday, June 21, 2006 - 10:31 AM EDT



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*BUYERS TARGET TREND-RIGHT ITEMS AT TABLETOP SHOW. HFN The Weekly Newspaper for the Home Furnishing Network October 26, 1998*

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HFN The Weekly Newspaper for the Home Furnishing Network

October 26, 1998

**SECTION:** Pg. 40

**IAC-ACC-NO:** 53165751

**LENGTH:** 776 words

**HEADLINE:** BUYERS TARGET TREND-RIGHT ITEMS AT TABLETOP SHOW.

**BYLINE:** Zisko, Barbara Thau)Allison

**BODY:**

NEW YORK-The tabletop trends that have been hot this year should continue to sizzle during the Tabletop Market this week, according to retailers who arrived here with clear market agendas.

Color is key for buyers across categories, whether it be in glassware, crystal or dinnerware. In addition, frosted flatware looks, mix-and-match dinnerware patterns, and oversized tabletop pieces will take center stage and continue to drive sales, retailers said.

Tom Ribadeneyra, DMM, tabletop for specialty store Garden Ridge, heads to the show on the lookout for emerging trends, and to determine in which direction manufacturers are headed in fashion and design. "I'll be looking for glass serveware, and more color in glassware, overall, particularly in blue. We're also interested in alternatives for cross merchandising dinnerware, flatware and glassware.

"In addition, we go to talk with vendors about current assortments, what's working, what's not, and about creating special events and advertising support."

Ribadeneyra said economic turmoil overseas will inevitably be felt in tabletop. "I just came back from the textile market, and there is trepidation about what's ahead. Its [Far East conditions] impact in the U.S. is a big issue. Freight rates, which are expected to rise 50 percent next year in the Far East, and a less favorable exchange rate might mean more sourcing domestically and heightened competition." Hence, price points will likely drop, resulting in shrinking margins, Ribadeneyra said.

Gary Lewandowski, stationery buyer at Kohl's, received a sneak peek of vendors' show offerings. Topping Lewandowski's agenda is finalizing programs and shopping for spring assortments, which he said look promising. "For spring, we're still looking for color and combinations of glass with color. Frames with sayings on them are still doing well from vendors like Fetco, Lasercraft and Rarewoods."

"I'm excited about what I've seen for spring. I'm seeing a lot of color and some vendors are presenting theme-oriented frames, such as nautical motifs from Malden and handpainted clay flower pots with frame inserts from Burnes. Glass with beads will be strong from Fetco and Burnes," he predicted.

Lewandowski concluded, "There is more to offer than last year. The vendors are stepping out -- they want to be different."

Color will also be a big draw for crystal buyers. "We're looking for products that sell -- colors in crystal and newness in other areas of tabletop," said Bill Kisselman, DMM for tabletop, Macy's East.

"Color is still a big opportunity," agreed Kris Focht, crystal buyer for Bloomingdale's.

Bob Abrams, metals and giftware buyer for Rich's, is always on the lookout for flatware introductions. There are a lot of new patterns in the market this year, he noted, particularly those that are frosted. Lenox led the charge in this area a few years ago, according to Abrams, and continues to introduce new frosted patterns.

Abrams plans to focus on key items at better prices that will drive sales, including pieces from alternative metal suppliers like Wilton Armetale, Arthur Court and Nambe.

Another department store tabletop buyer is on a quest for new dinnerware styles, oversized flatware and glassware, and specialty sets in barware, such as martini sets and beer mugs for the fourth quarter.

"For spring, oversized items are key, as well as accessory pieces. I've seen a lot of that [in flatware] from Cambridge and Stanley Roberts, which we really liked."

He continued, "Pomeroy lighting will be big. They have different-sized swinging votive candles, at \$ 19.99 and \$ 29.99, and 6-by-6 candles for \$ 7.99."

According to Abrams, however, the New York Tabletop Show is not a good market for candles. Atlanta is better for that, he said.

One buyer characterized dinnerware as a segment in need of a shot of newness. "Fashion is lacking in dinnerware, although we're looking forward to seeing the new **Nautica** pattern from Pfaltzgraff." Reflecting on tabletop trends, he said, "Mix and match in dinnerware is doing well and Fiesta ware, although strong, is beginning to level off. I'm looking for any new and uplifting patterns that catch my eye, but our dinnerware program is already set."

Gary Bromley, tabletop buyer for Gottschalks, said he will keep an eye out for more mix-and-match patterns, as well as line extensions from vendors. "Patterns that make big, bold statements on the floor, rather than place settings."

Bromley, who met with major vendors before the show, was looking forward to his trip to New York. "I think it's going to be a good market."

**IAC-CREATE-DATE:** December 28, 1998

**LOAD-DATE:** December 29, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) (i)

Terms: [nautica](#) and [date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*HERBERGER'S TO OPEN STORES AT 3 FORMER WARDS SITES Saint Paul Pioneer Press (Minnesota) October 28, 1998 Wednesday*

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Saint Paul Pioneer Press (Minnesota)

October 28, 1998 Wednesday

**SECTION:** BUSINESS TWIN CITIES; Pg. 1B

**LENGTH:** 608 words

**HEADLINE:** HERBERGER'S TO OPEN STORES AT 3 FORMER WARDS SITES

**BYLINE:** Jim McCartney, Staff Writer

**BODY:**

Herberger's has agreed to buy the three closed Montgomery Ward stores in the Twin Cities, and plans to renovate and reopen them in about a year.

The stores will be located at Rosedale in Roseville; Midway Marketplace in St. Paul; and Southtown Shopping Center in Bloomington. The additions will give the retailer six locations in the market.

The expansion will enable Herberger's, a sister company to Saks Fifth Avenue, to become a new force in department store retailing in the Twin Cities, said Mike Scott, a retail broker with United Properties. The new stores will be significantly larger and up-to-date than the existing ones.

"I think you will see an appeal to younger, more affluent customers," Scott said. He sees the full-line Herberger's department stores competing with such retailers as Dayton's and Macy's in the Twin Cities market.

Chicago-based Montgomery Ward closed its stores in Rosedale, Midway Marketplace and Southtown this summer as part of its attempt to reorganize in federal bankruptcy court. The sale of the three stores received approval from the U.S. Bankruptcy Court in Wilmington, Del., late last week, a Wards spokeswoman said Tuesday.

"This allows us to increase our presence in the Twin Cities, offer broader assortments and more locations," said John Brownson, chief operating officer and executive vice president at Herberger's, which has 39 stores in 10 states, including 14 stores in Minnesota. Herberger's also will be able to spread the costs of television and newspaper advertising over six stores, rather than just three.

The St. Cloud-based chain was bought two years ago by Knoxville, Tenn.-based Proffitt's Inc. Proffitt's recently bought Saks Fifth Avenue, and has changed its corporate name to Saks Inc. and moved its headquarters to Birmingham, Ala. Saks Inc., with 340 stores in 38 states and \$6 billion in annual sales, typically operates its retail chains under their local names, such as Younkers, Carson Pirie Scott, and Parisian.

Herberger's has become more "fashion-forward" under the new ownership, Scott said. For instance, the chain has added such fashion brands as Ralph Lauren, Tommy Hilfiger and Nautica, Brownson said.



Since the Wards stores are about 150,000 square feet in size on the average, the three new Herberger's stores will be at least twice the size of its other stores in this market. Herberger's stores in Signal Hills Shopping Center in West St. Paul and Apache Plaza in St. Anthony are both small, older stores which needed to be expanded and upgraded, Brownson said. Herberger's has held off on investing in those properties because those malls are in transition. The chain's store in St. Croix Mall in Stillwater is more indicative of Herberger's current format, he said.

The fact that Herberger's will now have a store in St. Paul's Midway area will not affect the fate of its store at nearby Signal Hills mall, Brownson said. The owners of Signal Hills, which is in the process of signing a deal for a new Wal-Mart, want to build a new, larger store for Herberger's as part of that project.

All the former Wards stores will undergo extensive renovation, Brownson said.

"The Midway location is fairly new, so it won't need as much work as the Rosedale and Southtown stores," he said.

The final agreement is expected to be closed later this week, Brownson said. He said he did not know the price that Herberger's paid for the three stores, or how much money his company plans to spend to renovate them.

Jim McCartney, who covers retailing, real estate and development can be reached at [jmccartney@pioneerpress.com](mailto:jmccartney@pioneerpress.com), or (651) 228-5436

**LOAD-DATE:** October 18, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(gg \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:29 AM EDT



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*Your guide to outlet shopping The Atlanta Journal and Constitution October 29, 1998, Thursday,*

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October 29, 1998, Thursday, ALL EDITIONS

**SECTION:** BUYER'S EDGE; Pg. 01BE

**LENGTH:** 700 words

**SERIES:** Home

**HEADLINE:** Your guide to outlet shopping

**BYLINE:** Jill Sabulis

**BODY:**

Quick, name Americans' favorite pastimes. Gardening, right. Jogging, sure. But don't overlook this surprising new entry on the list: outlet shopping.

Some 55 million Americans shopped factory-outlet stores in 1997, tantalized by the possibility of procuring name brands such as Gap, **Nautica**, and Crate & Barrel at prices lower than those at the stores' regular retail locations.

Of the 312 outlet malls and strip centers across the United States, Georgia is home to 18, from Dalton to Brunswick, according to the Georgia Department of Industry, Trade and Tourism. Commerce, about 60 miles northeast of Atlanta along I-85, has its own entry in several tourist guidebooks. One even calls it "factory outlet heaven."

The North Georgia Premium Outlets, a sprawling, 100-store center about an hour's drive up Ga. 400 from Atlanta, consistently outdraws nearby tourist attractions such as historic Dahlonega and Amicalola Falls State Park.

Can all those shoppers be wrong? Does outlet shopping save money?

A study this summer by Consumer Reports magazine compared prices at full-price stores vs. those at outlets. The magazine found that outlets almost always offered the better deal from 5 percent to 50 percent lower, with an average of 25 percent off.

But just because there are bargains to be had doesn't mean it's easy to be a smart outlet shopper. In fact, it's more complicated than ever.

**GUIDE TO OUTLET STORES** Here are the types of outlet stores you'll find in Georgia and the kinds of merchandise to expect there: True factory outlets These stores are closest to the 19th century concept of a manufacturer's outlet, which were usually located in the factory, cutting out the middleman. Outlets such as Ralph Lauren Polo (at North Georgia Premium Outlets) and Mikasa (at Commerce Factory Stores) are good examples. In addition to overstock on first-quality items, look for seconds, discontinueds, returns and reconditioned items at a discount off department store prices. Another advantage here is the wider variety of merchandise. You're more likely to find an entire line offered at these outlets. Ralph Lauren Polo shirt: \$ 29.99

Store-owned outlets These stores handle overstock, out-of-season and sometimes slightly damaged items

from their regular retail locations. Frequently, they will also offer products manufactured specifically for the outlet, such as Off 5th (at North Georgia Premium Outlets), which is owned by Saks Fifth Avenue. Watch out for these items; they may be made to look very similar to the first-quality item, but are frequently of a lower quality. You'll also see popular first-run items at the same price in both the regular location and the outlet location. Crate & Barrel, for example (also at North Georgia Premium Outlets), sells its most popular glasses at \$ 1.50 to \$ 3.50 at both the outlet and the Lenox Square stores. Crate & Barrel platter: \$ 16.95 Discount stores These are often run by liquidators that buy overstock and out-of-season merchandise from manufacturers and chain stores, and sell overseas and in outlets. An example is Claire's (at Prime Outlets in Calhoun and Tanger's Locust Grove), the teenage fashion accessory shop that sells merchandise also found at Icing stores in full-price malls. Another example is Cosmetics Company Store (at North Georgia Premium), owned by Estee Lauder. Being careful not to compete with department-store cosmetics counters, the store quietly sells cosmetic brands such as Clinique, Estee Lauder, MAC, Donna Karan, Aramis, Origins and Prescriptives at prices up to 50 percent off suggested retail. Estee Lauder Re-Nutriv Creme Cleanser: \$ 22

Outlet versions of popular mail-order firms For example, at North Georgia Premium Outlets, the Williams-Sonoma housewares and furniture stores, which are side by side, also carry items from sister store Pottery Barn and from catalog subsidiaries Chambers bed and bath accessories, Gardener's Eden home and garden accessories and Hold Everything storage solutions. Spotted this fall were rubber Wellington boots marked down from \$ 62 in the Gardener's Eden catalog to \$ 9.99 on the outlet shelf. Pottery Barn silk photo album: \$ 19.99

**GRAPHIC: Photo :**

Ralph Lauren Polo shirt: \$ 29.99

Photo :

Crate & Barrel platter: \$ 16.95

Photo :

Estee Lauder Re-Nutriv Creme Cleanser: \$ 22

Photo :

Pottery Barn silk photo album: \$ 19.99

**LOAD-DATE:** October 30, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Young Scots struggling in doldrums The Herald (Glasgow) October 31, 1998*

Copyright 1998 Scottish Media Newspapers Limited  
The Herald (Glasgow)

October 31, 1998

**SECTION:** Pg. 15

**LENGTH:** 911 words

**HEADLINE:** Young Scots struggling in doldrums

**BYLINE:** Andi Robertson

**BODY:**

For Scotland's leading young dinghy sailors, some aspiring to be Olympic stars, this has been a season book-ended by disappointments.

First at the RYA Volvo Youth National Sailing Championships in the Spring in Looe, Cornwall, and now, earlier this week at the RYA Volvo National Youth Trials in Weymouth, where the team for the **Nautica** Youth World Championships was chosen, the young Scots have not returned north with the results which have prevailed over the last 10 years.

David Hepplewhite, chairman of the Royal Yachting Association Scotland's coaching panel, and team manager, explained: "To be fair, this is a very young squad which was not best suited to the strong winds which blew at both these important regattas, and otherwise we would have expected better."

Contrast the set of results produced at these youth trials, where there was a fully expensed trip to the Youth World Championships in sunny Simonstown, South Africa, over the new year holiday, with those of the equivalent squad at the Youth National Championships in Wales last year, when in the double-handed 420 class, Scots led by Dalgety Bay's Mark Plummer took second, fifth and seventh.

This time it was twenty-second, twenty-fifth, and twenty-seventh. Best Scot in the Laser single-handed class, which Forfar's Peter Walker dominated in recent years and subsequently went to the Youth Worlds in Japan, was Dundee student Andrew Knowles who finished a respectable eighth. However, in this Olympic single-hander there has been a sea change for the younger, lighter sailors since the wearing of weight jackets (waistcoats with water compartments to increase the effective bodyweight to counterbalance the pressure on the sail) has been outlawed, so they have opted to compete in the Radial class, where a smaller sail is used. At these most recent championships there were just 20 of the standard rigged Olympic boats, and 60 in the radial rigged class.

The mere fact that many of the Scots squad racing in Weymouth are at the younger end of the age range may theoretically augur well for the future as they build up championship level experience younger, but it signposts a definite gap in the previously continuous flow of young people setting out on serious competitive sailing careers in the Olympic and Olympic training classes.

Hepplewhite revealed: "There are signs of renewed interest in the various squads, but even a couple of seasons ago it was pretty dire in terms of numbers of people wanting to join the squads."

One contributing factor is the failure of the Royal Yachting Association to effectively promote, at a local and

national level, the successes of their elite athletes, such as being Britain's most successful sport at the 1996 Olympics, and the ongoing successes of the likes of Ben Ainslie, Ian Walker, the late John Merricks, Andy Beadsworth - all past members of the British youth teams.

So believes Marc Turner, one of the coaches to the Scottish 420 youth squad, who said: "I think that when you speak with youngsters at clubs in Scotland the likes of these British sailing successes are so far removed from what they are doing, or seem so, that it's not really the inspiration it could be."

Sheer lack of numbers training and racing in the squads has led to a dearth of internal competition to foster real improvement.

Turner confirmed: "Really this year there has been nobody for these youngsters to look up to and chase in order to get better, but that said they had a lot of good heavy weather training through last winter, and they should have been able to score better results than we have had."

While the press gang may have been long since consigned to history, so also Hepplewhite highlights another problem facing young teams in the two-man boats. There are too few youngsters prepared to undertake the crewing, forward hand role, and that ancient method of persuasion may yet need to be revived to bolster the number of good crews preparing to go the distance.

"It seems that everyone wants to steer, hoping for the glory, but really at all levels it is just not the case that the crew's job is somehow inferior or less important than the helm," he suggested, "and that has been underlined time and again by the likes of Andy Hemmings and Ian Walker who contribute as much or more to making the boat go fast."

Hepplewhite has been offered the services of the RYA's chief youth coach Jim Saltonstall, who has promised the attention of just such a top crew, and they are in the early stages of planning to bury these myths at a crewing seminar in the near future.

Meanwhile the costs may not have escalated much in real terms over recent years, and lottery funding is still only making a difference to a few young Scots in a very capital intensive sport where a new 420 costs about £6000, and most of the events are south of the Border, but with just about no indigenous local racing in the Olympic classes and training classes, such as the 420 and 470, it is now more than ever the case that the youth sailors have to travel south to get any kind of meaningful competition.

The fragmentation of the youth dinghy classes is an ongoing problem, exacerbated by the sheer lack of strength in depth and until these numbers are back on the ascent, Scotland will struggle to produce sailors of the calibre of current Scottish aspiring and proven Olympians Shirley Robertson and the Budgen brothers.

**GRAPHIC:** Crest of a wave: Andrew Knowles, eighth, was top Scot in the Laser class. Picture: PETER BENTLEY

**LOAD-DATE:** November 3, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*specialty store focus: Capturing the Big Boy's Business Childrens Business November 1998*

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Business and Industry  
Childrens Business

**November 1998**

**SECTION:** Vol. 1, No. 11; Pg. 30; ISSN: 0884-2280

**RDS-ACC-NO:** 1735934

**LENGTH:** 1045 words

**HEADLINE:** specialty store focus: Capturing the Big Boy's Business

**BYLINE:** Shari Sanders

**HIGHLIGHT:**

Manufacturers seize opportunity to market upscale lines and help big boy specialty shops compete against department stores

**BODY:**

Most independent specialty stores decide not to carry boys clothing in sizes 8 to 20. Many times big boys do not want to shop where little boys shop because they want to look like men, says Robin Freedman, owner of Boys Connection, a shop that sells bigger sizes only. She would like to see brands such as Polo and Hilfiger offer unique designs made especially for the smaller stores. Some manufacturers see a great opportunity to showcase higher-priced specialty items and are doing their part to help smaller stores survive. For example, there are over 650 specialty stores, which represents 40% of **Nautica** Boys' overall business. The company offers different styles and SKUs to specialty stores. Bob Reid, president of **Nautica** Boys says specialty stores are better than department stores for its more expensive items such as sweaters, outerwear and multimedia fleece. He adds that smaller specialty stores have given brands the opportunity to focus on unique designs that would be harder to sell in a large department store.

photo omitted

When it comes to big boys, the independent specialty store often finds itself on the outside looking in--that is unless they tailor their business to speak directly to the size 8 and up set.

"Once a boy develops a voice, usually around age 6 or so, it becomes a struggle to please him," says Katherine Spencer of French sportswear maker Jean Bourget, Inc.

Some retailers avoid the big boy/little boy conflict by eliminating one size or the other. Most times, retailers choose to delete big boys. "People are afraid to go into 8 to 20," says Nadine Sernaglia, who with husband Serge opened the Filles & Garcons shop in Beverly Hills in September. Sernaglia says her store is proof that retailers can attract a bigger boy. She says it begins with the ambiance. "They have to feel as if the place was created especially for them."

But ultimately it comes down to selection. Robin Freedman, owner of Boys Connection in Bala Cynwyd, Pennsylvania, sells bigger sizes exclusively. She even stocks young men's smalls and mediums. "Big boys don't want to shop where little boys' clothes are sold," she says, "they want to look like men." Among her

brands are Hilfiger, Polo, Quicksilver, Perry Ellis and footwear from Kenneth Cole.

Manufacturers are doing their part to help specialty stores score with big sizes. Jean Bourget, for example, created a separate label, UBAK, for sizes 8 and up. The look is less cluttered and the colors more sophisticated. Spencer notes that while importers often do well with smaller sizes, they struggle with older boys who want only a handful of men's wear names.

Freedman says she needs names like Polo and Hilfiger to draw the customer, but she wishes the brands would infuse more originality into their designs. She says to compete with department stores, who rely so much on promotional strategies, it is imperative that specialty stores offer styles that big boxes don't.

That's where brands are helping independent retailers. The specialty retailer, which number some 650 stores, represents 40 percent of **Nautica Boys'** overall business. **Nautica Boys** offers specialty stores different SKUs or adjusts styles to give independent stores a point of difference. Tommy Hilfiger created The Collection for infants and toddlers that debuts for spring. The line is higher-end than classic Tommy. Could a line of bigger boys' goods for specialty stores be far behind?

The big brands realize that specialty stores are uniquely suited to carry their pricier SKUs. "They have the room to showcase a collection, they have the staff to service it, and their lack of price resistance by consumers lets them showcase high-end items like sweaters, outerwear and multimedia fleece," says Bob Reid, president of the **Nautica Boys** division of Hampton Industries. In fact he says that specialty stores' demand for branded product with a twist has helped **Nautica** push the design envelope. Reid says that he is selling lots of cargo pants instead of khakis, V-necks instead of crews and polos, and funnel necks instead of hoods. He adds that a specialty store's focus on collections--as opposed to a department store's focus on key items--allows the independent retailer to create an intriguing floor presentation. And while department stores need concept shops to define their assortments, specialty stores need only place a sign near the goods--the assortment speaks for itself.

While sportswear--active, jeans and athletic--rules in 8 to 20, dressy looks are gaining ground. The less fussy, the better. Retailers report success with corduroy or twill pants paired with a button-down shirt or mock neck and vest.

With the help of importer C & C Childrenswear, a New York-based importer of European lines, Sernaglia has secured the Italian brand Jo Quenada by Elsy for his boutique. The dress casual components include cool flat-front wool pants, sueded cotton cargo pants, textured sweaters and outerwear. Val & Max footwear completes the look.

Yet there is still room for growth in true dresswear. At G.C. William on New York's Madison Avenue, the suit business is brisk. "My son tells me the Wall St. look is hot," says co-owner Chantal William, who offers Perry Ellis, Mezzanotte and private label Italian goods. Black and navy are still bestsellers, but the men's market trend of olive is trickling down. Hermes-style animal print ties, as well as knitted ties, are also in.

Sam Rappaport, president of suitmaker Princeton Clothing Co. says, "Kids are pretty sophisticated. They want super 100's, four-buttons and six-on-two double breasteds." Rappaport adds that specialty stores are upping their open-to-buy dollars for suits. The company has also beefed up its in-stock program to accommodate re-orders.

Vendors want nothing more than for specialty stores to thrive. In fact, **Nautica** is going so far as to extend specialty retailers' credit so they can make a stronger statement on the selling floor. "Low credit is the only drawback see to the specialty retailer," says Reid. "They usually only order \$5,000 worth of goods. In many cases we will raise their credit limit to \$15,000." Copyright 1998 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. 823

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** CHILBUSI

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**RETAILERS BULLISH ON HOLIDAYS, DESPITE BEARISH CONSUMER INDEX SINGLE-DIGIT COMP INCREASES PREDICTED.** *Footwear News November 2, 1998*

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Footwear News

**November 2, 1998**

**SECTION:** Pg. 4; ISSN: 0162-914X

**IAC-ACC-NO:** 53193079

**LENGTH:** 627 words

**HEADLINE:** RETAILERS BULLISH ON HOLIDAYS, DESPITE BEARISH CONSUMER INDEX SINGLE-DIGIT COMP INCREASES PREDICTED.

**BYLINE:** SOLNIK, CLAUDE

**BODY:**

NEW YORK -- Back-to-school is barely over, but already the holidays are on retail's radar screen, with many stores predicting single-digit comp increases -- and a very promotional season.

The predictions came on the heels of the Consumer Confidence Index showing a decline for the fourth consecutive month. Retailers predicted shoppers might hold off, buying later than usual.

But merchants said Wall Street woes and uncertainty about the economy may be outweighed by high employment, low interest rates and slow, but sustained, economic growth.

Among mass retailers, Kmart said it is "cautiously optimistic." Wal-Mart and Ames Department Stores both expect mid single-digit increases. The International Mass Retail Association trumpeted predictions of a 4 to 5 percent increase in holiday spending this year, based on a survey of 1,000 consumers. The National Retail Federation predicted a 5 to 6 percent rise in comps at general merchandise, apparel and home furnishings stores. And various independent footwear retailers expected the same results.

More than 77 percent of consumers polled by the IMRA said they plan to spend more than last holiday season. The IMRA said shoppers plan to spend \$ 828 on gifts, up 2 percent from plans to \$ 813 last holiday. Shoppers spent an average of \$ 875 last holiday, more than they had expected to.

"Last year, consumers spent about 7 percent more than they planned to," said IMRA President Robert Verdisco. "We expect a similar increase this year."

The IMRA added that for the first time, big-box retailers surpassed department stores as a shopping venue. Those planning to shop at specialty stores fell to 41.5 percent from 43.2 percent. Three quarters planned to shop at discounters. "The stock market has caused some concern on the part of folks," said Don Soderquist, vice chairman, Bentonville, Ark.,-based Wal-Mart. "I don't think that's going to impact what the consumer's going to do this Christmas. We feel consumer attitudes are still very positive."



But retailers said it is likely to be a promotional holiday season for footwear and apparel. "Holiday isn't big in gifts for shoes, so when we talk about the holidays, it is just the fourth quarter," said Dale Stickney, men's footwear buyer, Burdine's. "And we have some big promotional events."

"Shoppers now expect the holiday to be highly promotional," said Joseph Ettore, chairman and CEO of Rocky Hill, Conn.,-based Ames Department Stores. "And we give it to them that way."

Certain factors are still in retail's favor. The holiday season is traditionally measured from the day after Thanksgiving to Christmas, a 28-day stretch this year, a day longer than last year.

Some firms said back-to-school indicates what will happen with the holiday. "We have a nice holiday business," said Greg Woodman, vice president of marketing, State College, Pa.,-based Airwalk. "Fresh colors of best sellers during back-to-school [are hot]."

Companies said they would rely on their biggest brands to drive sales. Burdine's said it looks to brands such as **Nautica**, Kenneth Cole, Timberland and Tommy Hilfiger. "Big vendors...pull us through," Stickney said.

Some retailers said they bought boots cautiously, because of warm weather in some places. And while all hoped for cool temperatures, some said no snow would be fine.

"I'm a street store, so if there is snow on the ground, we have no business," said Chris Palevich, sales manager, Expressions, New Haven, Conn. "What is good for [the mall stores] is bad for us."

Already retailers were preparing for a holiday season that might kick in late. Soderquist said last year, shopping started late. "We expect [this year's] pattern may be similar," he said.

**IAC-CREATE-DATE:** January 4, 1999

**LOAD-DATE:** January 05, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:25 AM EDT



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*MALLWATCH; Popular outlet centers expanding The Atlanta Journal and Constitution November 2, 1998, Monday,*

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The Atlanta Journal and Constitution

**November 2, 1998, Monday, ALL EDITIONS**

**SECTION:** BUSINESS HORIZON; Pg. 06E

**LENGTH:** 729 words

**SERIES:** Home

**HEADLINE:** MALLWATCH;  
Popular outlet centers expanding

**BYLINE:** Patti Bond

**BODY:**

Boosted by steady growth in local traffic and development, two large outlet centers popular with Atlanta shoppers are in the midst of expansions.

Construction was scheduled to begin today on a free-standing building at the Commerce II shopping center of Tanger Factory Outlets. The 3-year-old outlet on I-85 in Commerce, about 45 minutes northeast of Gwinnett Place, is adding 70,000 square feet, enough space for 10 to 15 stores.

"We're talking to several upscale clothing tenants," said General Manager Ward Williams. With the new space at Commerce II and its original outlet center across I-85, Tanger will have nearly a half-million square feet of real estate and well over 100 stores.

In January, Tanger will begin at least \$ 1 million in renovations on Commerce I. The exterior of the 10-year-old center will be completely revamped with the popular village atmosphere, adding plazas and fountains. Tanger will likely rename the centers as well, Williams said.

A new marketing strategy in Georgia has helped Tanger bring in about 300 bus tours to Commerce this year, up 30 percent from last year, Williams said. And metro Atlanta traffic has increased so much that Gwinnett County residents are Tanger's No. 2 shoppers now, behind those from Greenville, S.C. A new focus on Athens is drawing those residents, too. "We used to get those shoppers twice a year or so, but we've turned that around to get them once a month," said Williams, who tracks shoppers by ZIP codes.

Long a destination for interstate travelers, outlets across the country have been trying to increase their base of local shoppers. At Tanger's Commerce sites, some summer traffic this year outpaced one of the busiest Christmas shopping days last year, Williams said. For example, one Saturday during a back-to-school promotion in August brought 9,200 vehicles, while Tanger counted 9,000 cars at last year's day-after-Thanksgiving spree.

At Tanger's third site in Locust Grove, local traffic is up as well, noted General Manager Vicki Wiley, who said a recent survey found that nearly half the shoppers came from within a 35-mile radius. "It's very unusual for an outlet center. We're developing a base similar to what regional malls have," said Wiley, who gave fast-growing Henry County much of the credit.

Tanger is negotiating with several large national chain restaurants for two outparcel sites at the Locust Grove center, she added. At North Georgia Premium Outlets in Dawsonville, a half-dozen new stores are part of a 30,000-square-foot expansion. Jones New York Men, Polo Ralph Lauren, Tommy Hilfiger and Nautica have joined the the center's renowned designer lineup. And lamp manufacturer Stiffel Co. and cookware maker Le Creuset also recently opened.

Growth has been steady for the Dawsonville center, which added 30 stores and 100,000 square feet last year. While other outlets have been increasing nearby traffic, North Georgia Premium has widened its reach.

"The expansion last year was a turning point because that got us to 100 stores, and then we started drawing people from much farther distances than ever before," said Michele Rothstein, vice president of marketing for Chelsea GCA Realty, the owner and operator of the outlet center. With a prime location off busy Ga. 400, North Georgia Premium Outlets primarily draws shoppers from 60-mile radius, but that range has been increasing to 100 miles out, Rothstein said.

Other retail news Metro Atlanta is the country's 12th-largest drugstore market, according to a new ranking by trade magazine Chain Drug Review. Atlanta has generated \$ 1.35 billion in drugstore sales in the last 12 months, dropping from last year's 10th place ranking. Chicago is the top drugstore market with \$ 4.18 billion in sales.

Eckerd, with 29 percent of sales, leads the metro Atlanta market, followed closely by CVS/pharmacy (26 percent). The two dominant chains will soon have a new competitor when Walgreens enters metro Atlanta with at least 15 stores.

There's plenty of reading and caffeine at Joe Muggs Newsstand, where you'll find triple-shot espressos, a couple of thousand magazine titles and more than 100 daily newspapers. Joe Muggs is a new retail concept debuting in Buckhead by Birmingham-based Books-A-Million. It's located at 3275 Peachtree Road, one block north of the Pledmont Road intersection.

**GRAPHIC:** Photo :

Dawsonville's North Georgia Premium Outlets has six new stores./ ERIC WILLIAMS / Staff

**LOAD-DATE:** November 3, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) [\(Edit Search\)](#) [Suggest Terms for My Search\)](#)

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*SECAUCUS TO GET 90-STORE UPSCALE OUTLET MALL PRIME RETAIL PREDICTS BOOST FOR AREA The Record (Bergen County, NJ) November 6, 1998; FRIDAY; ALL EDITIONS*

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The Record (Bergen County, NJ)

**November 6, 1998; FRIDAY; ALL EDITIONS**

**SECTION:** BUSINESS; Pg. B01

**LENGTH:** 539 words

**HEADLINE:** SECAUCUS TO GET 90-STORE UPSCALE OUTLET MALL  
PRIME RETAIL PREDICTS BOOST FOR AREA

**BYLINE:** LOUIS LAVELLE, Staff Writer

**BODY:**

The world's largest developer of retail outlet centers announced Thursday that it plans to build a new one in Secaucus, raising hopes that it will act as a magnet for shoppers.

Baltimore-based Prime Retail Inc. said it had signed a partnership agreement with Hartz Mountain Industries of Secaucus to develop the 300,000-square-foot upscale outlet center.

Construction is expected to start some time next year, creating 400 temporary construction jobs, and the mall will open in 2000, creating an estimated 600 additional permanent jobs. It is likely to include about 90 brand-name, designer, and specialty stores, a food court, children's playground, and at least 1,500 parking spaces.

The mall, which will be called "Prime Outlets at Secaucus," will be one of two New Jersey outlets developed by Prime Retail. Last month, the company announced plans to build a 410,000-square-foot outlet center in Pleasantville, near Atlantic City. That mall also is expected to open in 2000.

The company said it believes the new outlet center will draw more shoppers to Secaucus, to the benefit of all retailers in the area.

"It should allow everyone to benefit," said Brian Lewbart, a Prime Retail spokesman. "The more brands, the more value, the more selection you can offer in one area, the more likely the shopper is going to choose that area to go to than another."

Managers at existing outlet stores agreed. Bruce Martinez, a supervisor at Phillips Van Heusen, a clothing outlet on Enterprise Avenue, said he may lose some existing customers to the new outlet center, but the new mall may draw new shoppers to the area who wouldn't have come otherwise.

"It will affect us business-wise," he said. "If they do open this new outlet center it will attract new customers. It'll be good."

"I would think it may bring more people to the area," said Silvia Morgenstein, manager of Jones New York Executive Suit on Hartz Way. "It has been very slow for the last year. Maybe new shopping in the area may bring new customers. I think it's going to drive more people in."

The new mall, to be built on a 37.6-acre site about 15 minutes from Manhattan, will incorporate Prime Retail's signature "village-style" layout, with shopping streets enhanced by landscaped courtyards. This is a departure from many of the existing outlet stores in the area, which are standalone buildings.

With 12.5 million people living within a 25-mile radius of the site and 32 million visitors annually to the New York metropolitan area, Prime Retail is estimating sales of \$ 75 million a year.

Lewbart said construction will begin when the retail space has been 50 percent leased, and there will be commitments in place for about 90 percent of the space by the time the mall opens. The cost of the project was not disclosed.

Prime Retail has a portfolio of 50 outlets in 26 states totaling more than 14 million square feet, with an occupancy rate of 98 percent.

More than 500 retailers operate in Prime Retail outlets nationwide, including Tommy Hilfiger, Donna Karan, and **Nautica**.

Lewbart said the company is not looking for any additional sites in New Jersey.

**GRAPHIC:** MAP - RICH RAINEY / STAFF ARTIST - PRIME OUTLETS

**LOAD-DATE:** November 6, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [i](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) [\(Edit Search | Suggest Terms for My Search\)](#)

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Date/Time: Wednesday, June 21, 2006 - 10:23 AM EDT



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*SHOPPERS TRY NEW LAZARUS STORE ON FOR SIZE Pittsburgh Post-Gazette (Pennsylvania) November 7, 1998, Saturday,*

Copyright 1998 P.G. Publishing Co.  
Pittsburgh Post-Gazette (Pennsylvania)

**November 7, 1998, Saturday, SOONER EDITION**

**SECTION:** LOCAL, Pg. A-9

**LENGTH:** 580 words

**HEADLINE:** SHOPPERS TRY NEW LAZARUS STORE ON FOR SIZE

**BYLINE:** LAMONT JONES, POST-GAZETTE STAFF WRITER

**BODY:**

Exit polls yesterday indicated that the glitzy new Lazarus store, Downtown, is a hit, but a few opening-day shoppers and browsers wondered if it will fail when the novelty wears off.

Of 10 people interviewed on the chilly corner of Fifth Avenue and Wood Street, nine gave thumbs up to Downtown's newest department store.

"I think it's wonderful," said Joan Pechak, 65, of Whitehall. She browsed the entire store for an hour before leaving to get a bite to eat. She said she planned to return later in the day to hunt for Christmas gifts for her grandchildren.

"I wish they had a restaurant in there," she said. "Maybe later on they'll get one."

Co-workers Lynda Lee of Upper St. Clair and Michelle Polaski of Wexford described the store as "beautiful."

"They've done a lot of work," said Lee, 26.

"It makes you feel like you're in a mall outside the city," added Polaski, 38.

By 9:40 a.m., hundreds of people jammed the sidewalks outside the store. The first 500 received \$ 10 gift cards. The crowd cheered when a man in a black top hat rappelled down the building to present Mayor Murphy with scissors for the ceremonial ribbon-cutting. More cheers erupted after Murphy snipped several colored ribbons.

As confetti and streamers rained from the top of the building, the curious throng began to herd in. Smiling employees dressed in black greeted them and handed out store maps and certificates for free samples and bonus gifts at the Lancome, Clinique and Estee Lauder cosmetic counters. One woman hopped in a seat for a makeover, another asked directions to the bathroom, and one big guy who entered later told a buddy, "I just want to find the **Nautica** stuff."

The store's openness and airiness impressed Joanne Molinar, 62, of West View. "It's nice and bright. You can see everything. I just hope they make it. We need it here."

Felicia Zetler, 51, of Squirrel Hill said the store "has the kind of opulence of an old department store."

Some first-day visitors, though, were nonplussed.

"It was OK," said Victoria Smalls, 28, of Wilkinsburg. She said the merchandise was "a step up from J.C. Penney's" but very similar to arch-rival Kaufmann's a block away. "That's where I'm on my way now," she added.

Stephanie Spencer, 51, of East End said she thinks Lazarus on Fifth will give Kaufmann's serious competition. "It's a real nice store. It's someplace new to go. And they know how to get women. As soon as you walk in the store, they have shoes. I'm a shoe nut."

Dave Yankes, 34, of Monroeville was in the store only 10 minutes during his lunch hour before deciding to leave. "Too crowded," said the design engineer, adding that hordes of people prevented him from getting to the escalators to visit the other three floors.


Salvatore Indino, 36, of Wilkinsburg said he's a WalMart-Kmart kind of guy, but he liked what he saw inside. "I think it's a great improvement for the area."

Michael Hammond, 46, of Manchester lauded the building's beautiful architecture as he held his 2-year-old daughter's hand, but he speculated that insufficient parking would deter many shoppers, who would find it easier to go to a suburban mall. "They got somebody stuck in an elevator in there already," said Hammond, who browsed about 15 minutes before leaving the crowded store. "Until they get the bugs worked out, it's not fair to make an assessment."

Staff writer Teresa F. Lindeman contributed to this report.

**GRAPHIC: PHOTO, PHOTO:** Lake Fong/Post-Gazette: Alex Sanders, left, of Lazarus helps; customers Ingrid Hancock, center, and Sandra McCaffrey in the china department; during the new Downtown store's first day of business.

**LOAD-DATE:** November 8, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) [\(Edit Search\)](#) [\(Suggest Terms for My Search\)](#)

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*How to wear Gucci in Kathmandu The Evening Standard (London) November 9, 1998*

Copyright 1998 Associated Newspapers Ltd.  
The Evening Standard (London)

November 9, 1998

**SECTION:** Pg. 21

**LENGTH:** 1425 words

**HEADLINE:** How to wear Gucci in Kathmandu

**BYLINE:** Mimi Spencer

**BODY:**

She's swapping Prada for the mountains of Nepal fashion editor mimi spencer **is** social climbing - the hard way

I MAY be some time - about three months, to be precise. As you read this, I **will** be coming in to land at Kathmandu airport, reputed to be one of the hairiest experiences known to **travellers**. Hairy experiences will be my stock in trade for the foreseeable future as I undertake possibly the **most** trendy experience of my life: I have taken leave of my job - and perhaps my senses too - and **replaced** the glossy world of fashion with ... what?

Tents, for sure. Yaks - possibly.

Lentils (lots of) and trekking boots with grippy soles. Until New Year, I will **walk** the Kingdom of Nepal, accompanied by a short-wave radio, a Thermarest, a multi-tog sleeping bag **and** a superiorly fit companion.

Left behind at home, like Macaulay Culkin, are all my glittery things: my mules **with** fragile heels and leather soles; my assortment of handbags in gleaming leather; my Nars **makeup** in shiny boxes; my friends. I can leave now because I boast few responsibilities, other than a **mortgage**, a Dualit toaster and an amiable builder who will endeavour to convert the attic in my absence.

But it's more than an exercise in liberty-taking. There is the creeping **acknowledgement** that if I don't do something mad and marginally dangerous now, I probably never will.

I dread being one of those package-

deal people who sees the world through the lens of a camcorder, but I dread **more** deeply accumulating so many home comforts that they become a mountainous obstacle to real **experiences**, hairy or otherwise.

So, until next year, I shall be wending my way through the valleys of Manaslu, **scaling** the heights of Tharpa Chuli and the high pass of Larkya La, and stopping for a breather on **the** lakeside at Pokhara. To facilitate this epic jaunt, I am to rely on Kit.

Kit, I recently discovered, is made from one of two things: water-repellent **canvas** stuff, or stretchy fleece



stuff. It is reassuringly expensive (anything that costs £298 and looks like an nerdy anorak has got to be effective in a blizzard). My companion on this trip is a Kit Freak. He can coo over a waterproof gaiter in the same way as I might get all misted up over a Gucci slingback. We are not of the same breed, he and I. Kit is for women with

snow-glare tans and horny fingernails, women who have never encountered a hair serum or a Blore pore strip. It is for hardy types who write travel books while galloping across Namibia on mule-back, who know how to cope with amoebic dysentery and can knock up a tasty meal from a cup of purified water and a sachet of dried buffalo shank.

Before my appointment at the Kit shop, I found myself loitering idly in Joseph and wondering whether Prada's Sport line would be efficient enough to dovetail with my plans (down to minus 30; up to 6,000 metres).

There were some sweet windcheaters, but they looked as though under such conditions they would simply collapse like a like a fashion editor.

Yes, I am a complete pansy. My fingers turn a cruel white during fireworks displays at Primrose Hill; my sole experience of subzero temperatures was during a New Year in Scotland, when the loo froze after the pipes had burst in our holiday cottage (a sly euphemism for an icebox with bunk beds). I wore an entire suitcase of clothes at once and sat immobilised, fascinated by the gathering icicles on my fringe and unable to operate the remote control with my sausage fingers.

But Kit specialists have an answer for

everything. "Do you realise," says Des at Ellis Brigham mountain outfitters in Covent Garden, "that you are going into one of the most savage environments on earth?"

Des says it slowly, relishing every threatening syllable. Des obviously hasn't queued up outside an Alexander McQueen show during London Fashion Week, but I let this pass. To do justice to the savagery, he spends two hours ferrying appropriate Kit from the shelves on to my pile: silk long johns, turtle-fleece balaclavas, three types of glove to be worn one over the other, and topped with a mitt that looks ovenproof. Then there are the Dry-Flo elements to transport perspiration away from the body and into the ether, the Polartec stuff which is the sandwiching layer, and the outer shell with rip-stop seams and extendible hood. I add a pair of ski-pole walking sticks to the pile, hoping to resemble a sleek cross-country skier, perhaps from Scandinavia - though I am more likely to look like an outpatient on the way to the orthopaedic department of Hammersmith Hospital.

Des is delighted. My companion has the look of a woman (me, for instance) let loose in a Gucci boutique. We leave £760 poorer, which, I recall, is precisely the cost of a Prada coat in Joseph.

At **Nautica**, a specialist in sporty outdoor gear for people who spend their leisure time in rain, sea or both, I realise for the first time that I am going to look like a yeti for the next few months. "Look!" says the Very Helpful Expert, "the tags on the zips are all designed to be grabbable, in case your fingers become inoperable." Inoperable fingers? Please God, not that. In all this, I look as though I have been inflated with a bicycle pump ("Pat Butcher!" hoots one friend), more likely to roll fatly down hills than walk them. This, on reflection, could be blessed relief.

Advice is rich and forthcoming from every quarter - from "don't go, you moron," courtesy of one extremely frangible fashion editor as she swept out of the Chanel show en route to view the new Fendi bags, to "don't go without Wet Ones to keep your hands clean, it's the only way", and "douse your feet in white spirit", from a more practical source. I am told by my father, who has been watching too much TV, to take a supply of sanitary towels for use in the event of deep wounds (very absorbent, panty pads), and my mother wants a guarantee that I won't do anything dangerous without thinking hard about it first.

In preparation, I have read through the entire Nepal section of Waterstone's travel department, going

through each page like a ruminant chews cud. The upshot of all this sponge-like activity is that my sleep is interrupted by twin nightmares - one of a mastiff dribbling rabies, the other featuring slapstick falls into bottomless crevasses. Each time I fall, I find myself thinking hard about it first, before I wake up in a tizzy.

My other concerns are of the more personal variety. How much "up" is there? has become my plaintive cry. Bearing in mind that Nepal is home to eight of the world's 10 highest mountains, I have to concede that there will be a whole lot of "up". One associate tells me that it is often the fittest individuals who suffer from altitude sickness and I praise the way in which I sidestepped the gym, dodged cycling to work, and continued my relentless smoking in preparation for this trip.

Then there are my knees whose potential for buckling is great after an adulthood spent wearing entirely ridiculous stilettos. (Evangeline Blahnik, sister of Manolo, kindly calls to tell me to go down easy: "Darlink," she says, "you should be in three-inch heels now, then go down to two inches just before you leave") Which brings me to legs - how do female explorers survive without waxing? I fear that they go au naturel and let it all hang out in the breeze. This I will not do. So, the secret pockets of my rucksack boast a maxi-tube of Immac, two pairs of tweezers and an Epilady machine that weighs more than my sleeping bag. My little pocket of luxuries stretches to a tin box of watercolours, a Smythson's leather-bound notebook in which to pen my magnum opus and an Olympus digital camera to record dribbling mastiffs.

Also shoved in there is my other secret: a family bag of Devonshire Cream Toffees, for the making of friends in high places.

In other pockets, I have rationed myself to four pairs of pants (gargantuan comfy ones, about as alluring as a flannel, which I plan to wash by beating them rhythmically on stones in local streams), two sports bras (ditto), and no makeup - not one iota.

This is the first time since I was 10 that cosmetics will not feature in my daily routine. By December, my beacon nose will be shining like a Christmas-tree bauble across the staggering heights of the Annapurnas. Along with the glittery things left in the hands of the amiable builder, I leave my vanity. With luck, it will still be there, intact, when I return to fashion next February.

**LOAD-DATE:** November 17, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [i](#)

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**ONE NAME, CALLING FROM BOTH ENDS OF THE FLOOR: SPORTSWEAR COMPANIES USE TAILORED CLOTHING TO ROUND OUT THEIR LIFESTYLE IMAGE.** *Daily News Record November 11, 1998*

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Daily News Record

**November 11, 1998**

**SECTION:** Pg. 6; ISSN: 1041-1119

**IAC-ACC-NO:** 53212839

**LENGTH:** 975 words

**HEADLINE:** ONE NAME, CALLING FROM BOTH ENDS OF THE FLOOR: SPORTSWEAR COMPANIES USE TAILORED CLOTHING TO ROUND OUT THEIR LIFESTYLE IMAGE.

**BYLINE:** Dodd, Annmarie

**BODY:**

NEW YORK -- Tailored clothing may not be the first thing that comes to mind when a man rattles off names like **Nautica**, Chaps by Ralph Lauren, Claiborne, Perry Ellis and Mondo di Marco. Instead of buttoned-up suits, the collections spark images of lifestyle merchandise that appeals to the young, fun and totally sporty.

But who says a collection's spirit cannot go sporty to include sophisticated and maybe even sartorial? As men's wear rules have changed, so too has the market's acceptance of tailored clothing from sportswear labels long successful at dressing down men for casual Friday.

The relationship generally works for retailers and licensed suit makers because they understand a man's loyalty to a handful of favorite brands. So, it's not just about a great suit wearing a well-known name, but a well-known name that's wearing a great suit.

"[Sportswear and clothing] go hand in hand," said Jim Murray, president of Plaid Clothing, a division of Hartmarx that has held the license for Claiborne tailored clothing since 1995. "Stores are more responsive today to having labels cross over between classifications. The more successful the sportswear and other classifications are, the more responsive senior merchandisers are to expanding your collection's clothing presentation. You've proven you're a seller."

"Being a clothing person, I hate even mentioning the words business casual," said John Haarbauer, president of Peerless Clothing's Ralph Lauren division, the makers of Chaps by Ralph Lauren tailored clothing. "With dress codes changing, I think one of the challenges in our business is to show suits and sport coats that are not as stiff as they used to be and maybe worn in different ways."

Translating the brand image from one end of the retail floor to tailored clothing is one worry shared by those who make tailored clothing for today's sportswear giants. Haarbauer said he's not sure how he can accurately measure the continuity between Chaps' sportswear audience and those who have bought the Peerless product.

Robert Vignola, president of Perry Ellis Tailored Clothing, a division of Hartmarx, said he believes there is a force seriously working against the tailored clothing -- and that's sportswear labels. Many collections, including Perry Ellis, often include suit separates or sport coats and trousers in their line that confuse a customer's perception of product and price points when shopping for tailored clothing, he said.

Sportswear should stay sportswear, Vignola said. "Why in the world would a sportswear collection do something like a gray suit? Are you doing that much business in it?"

"Mixing a collection's message is like shooting yourself in the foot," he said.

Catering completely to their sportswear customer and what he wants when he happens to dress up has fueled sport coat sales in 1998 for both Claiborne and Chaps.

Murray said sport coats (\$ 200 OTD) count for about 45 percent of Claiborne's business in tailored clothing. Chaps' sales are anchored by the popularity and versatility of the line's classic blue blazer (\$ 199 OTD) that tops nearly every monthly reorder list the collection receives from retailers, said Haarbauer.

The blazer business is so good for Claiborne that, for fall '99, the collection will be extended to sport coats made from luxury fabrics, like a super 100s wool/cashmere blend (\$ 250 OTD).

"We have a wonderful sport coat collection that we promote as the gentleman's answer to casual," said Murray. "This way we complement what [Plaid] does and what sportswear folks do."

Given **Nautica's** center in yachting and sportswear, Michael Sandler, president of **Nautica** Clothing, said he logically expected sport coats (\$ 275 OTD) to be the cornerstone of **Nautica's** tailored clothing collection. Sandler found out differently. Suits (\$ 425 OTD), instead, are the collection's bright spot -- and prove that a sportswear lifestyle company can build a new audience.

Sandler describes **Nautica** Clothing as "growing by leaps and bounds" to more than 1,000 retail doors this year.

"The clothing is young, hip with a lot of color and attitude," he said. "Let's be real. No one gets hysterical with clothing. We're not talking five-button. This is American traditional that's been updated. The **Nautica** name has carried into tailored clothing to a level that is surprising all of us."

For fall '99, **Nautica** will add a three-button suit in twill cord to its line. The jacket is ventless and Sandler said flat-front trousers will be shipped, along with pleated, for the fashion-forward. Rather than teaching a baby boomer to dress down, **Nautica** is teaching Generation X how to dress up.

"That's a fashion direction and a designer's eye," said Sandler. "Hipper fabrics and models were getting stores to really react. We can get away with it, because of **Nautica**, and we have an audience that is soundly based."

Sandler, Haarbauer and Murray said they all keep in contact with their respective collection's sportswear divisions to follow fashion trends. At Mondo di Marco, the message is always the same. The sportswear company uses the same designers, piece-good suppliers and Italian manufacturers to produce its budding tailored clothing line.

The line, priced from \$ 695 to \$ 995, is found in 70 better department and specialty store doors, said Warren Katz, president. The same Italian sensibilities and sporty touches, like four-button jackets and patch pockets, are used.

"Who is better to show the link between sportswear and tailored clothing than a sportswear company," said Katz. "That closeness and trust consumers gave you for sportswear moves to another product. Considering how the world is trending toward sportswear, it seems correct to show the customer how those two tastes

can come together."

**IAC-CREATE-DATE:** November 18, 1998

**LOAD-DATE:** November 19, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*FALL MENSWEAR OFFERS SOMETHING FOR EVERYONE; STYLES RANGE FROM RUGGED TO URBANE St. Louis Post-Dispatch (Missouri) November 12, 1998, Thursday, FIVE STAR LIFT EDITION*

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St. Louis Post-Dispatch (Missouri)

November 12, 1998, Thursday, FIVE STAR LIFT EDITION

**SECTION:** STYLE WEST, Pg. 16

**LENGTH:** 1139 words

**HEADLINE:** FALL MENSWEAR OFFERS SOMETHING FOR EVERYONE;  
STYLES RANGE FROM RUGGED TO URBANE

**BYLINE:** Holly Hanson; Knight Ridder Newspapers

**DATELINE:** NEW YORK

**BODY:**

THE CUT OF a jacket or the color of a sweater can speak volumes about the man who wears it.

Thanks to menswear designers, this fall and winter offer plenty of chances for self-expression.

Of course, there are some definite trends. Clothes are less structured. The colors are muted and rich, often worn in matching, tone-on-tone combinations. Fabrics are luxurious and full of texture, from cashmere and suede to corduroy and leather.

But though the designers may be using the same basic materials, they're putting them together in vastly different ways, from classic to elegant to arty. The bottom line? Fall menswear offers a little something for every man, especially the one who likes to change his look from time to time.

Here's a capsule view of the strongest fashion options.

**The Chic Urbanite**

He may spend most days in an expensive dark suit, but that doesn't mean his clothes have to be boring. Calvin Klein, Donna Karan, Helmut Lang and Maurice Malone prove that.

Klein, always a minimalist, takes his signature simplicity to its outer reaches. Shirts and suits button with hidden plackets. Ties match shirts, in dark, muted colors.

Pants have flat fronts or a single pleat, falling in one long line from waist to shoetops. There's even a sumptuous navy cashmere coat without buttons. At \$ 3,000, it's meant for the man who steps outside only to walk from his chauffeur-driven car to his private plane. So who cares if his coat flaps briefly in the breeze?

Donna Karan, too, is aiming toward the simple look. Karan doesn't like neckties, and though she makes some beautiful ones, she prefers the look of a banded-collar shirt or a lightweight sweater under her squared-off jackets and wide-legged pants. As with Klein, Karan keeps buttons to a minimum, closing some sportcoats and outerwear with a single button at the collar. It's an edgy yet comfortable look.

For Austrian designer Helmut Lang, edge is everything. His signature look continues to be a slim-fitting black suit worn with a stark white shirt; this season, he upped the ante by doing the pieces in more expensive fabrics.

#### The Country Gentleman

You know the look. It's suede jackets, corduroy pants, plaid shirts, tweed sport coats. That look has been Ralph Lauren's signature for years, and nobody does it better.

Soft tweed suits in olive and rust team up with canvas hunting jackets or the tan leather steamer coat, which reverses to olive wool twill.

In his top-of-the-line Purple Label collection, Lauren continues the look with even more expensive fabrics. Try a casual suit made of a blend of cashmere and cotton corduroy, pairing it with a paisley shirt and matching necktie. Or slip into a natty suit tailored in olive suede, the ultimate outfit for a luxury weekend.

For the Perry Ellis label, designer Jerry Kwikowski treads much of the same ground, but with a younger outlook. His tweed suits with boxy jackets and wide-legged pants have great appeal.

#### The Rugged Individualist

This man may wear a suit, but he's most comfortable in casual clothes. Kenneth Cole and Nautica provide the best in those basics.

Long known as a shoe designer, Cole launched his first complete collection for fall, and it runs the gamut from denim jeans, leather jackets and nylon parkas to modern tailored clothes.

Cole's outerwear is especially strong. Silver metallic jackets look cool over black turtlenecks and charcoal flat-front pants. Heather-gray zip-front cardigans are well-matched with gray cargo pants. Black denim jeans are a modern foil for black leather blazers.

Nautica designer David Chu tries for that edgy look as well. His rugged sportswear line has fitted wool pea coats, ribbed turtlenecks and denim jeans with navy watch caps that made the runway models look as if they had strolled in from the set of "On the Waterfront."

For go-to-work suits, Chu uses rich, earthy shades such as olive and burgundy, tailoring them into a skinny shape that ought to be most appealing to Nautica's loyal Gen X customers.

#### The Military Man

There's something awfully appealing about a man in uniform, and John Bartlett sums it up brilliantly in a spectacular collection.

He was inspired by a pivotal scene in "The Deerhunter," in which a group of Vietnam-bound men go for one last hunt in the tuxedos they've worn to a friend's wedding. The result: a mix of classic military shapes with luxury fabrics, fine tailoring and delicious wit.

Who but Bartlett could design a skinny mohair sweater with a target on the back?

Who else could mix iridescent khaki hunting pants with a camouflage-print leather windbreaker and a ribbed sweater in safety orange?

Yet he also offers beautifully tailored stretch wool suits in olive, charcoal and midnight blue.

#### The New Bohemian

There are times when a man wants to show off his artistic side. Thanks to Cynthia Rowley, Sandy Dalal, Gene Meyer and the design team of Richard Edwards, he can.

Rowley, who was debuting her menswear line last spring, says she likes men to look "rugged and romantic." Her collection captures the romance part just fine, with hand-painted shirts, fuzzy mohair sweaters and washable wool suits in soft pink. But it's a little tough to spot the rugged aspects.

Rowley's signature style is girlish, and she can't seem to get past that in her menswear. Many of the suits have uptilted, almost puffy shoulders, while the embroidered shirts are awash in pretty florals.

Still, it's nice to see someone take a different approach to menswear. With some savvy fine-tuning, Rowley just might make it work.

To explain the major themes of his collection, newcomer Sandy Dalal distributed a poem titled "Ugly Beauty," which speaks to the virtues of imperfection.

Dalal stresses that point in a vibrant collection including such outfits as a tan tattersall coat, brown pants with orange pinstripes and a cranberry striped shirt.

But Dalal can be rakish without the loud plaids too. He offers up natty suits in charcoal gray with gold pinstripes. He pairs a paisley sportcoat and matching shirt with narrow leather pants. He uses burgundy damask for a stand-out evening suit. This collection is a winner.

Gene Meyer, known as a master of beautiful colors, chose to tone things down. Instead of signature colors such as sky blue, tangerine and lime, he uses charcoal, putty and dark brown.

The design team of Richard Edwards, best known for its youthful cut and skinny silhouette, is loosening up only marginally as menswear moves away from the fitted shapes of the past two years.

Still, designers Richard Bengtson and Edward Pavlick seem to be taking a more elegant view.

Their workday suits hit every trend, with pinstripes, monochromatic shirt-and-tie combos and lightweight sweaters under wool suits.

**GRAPHIC:** PHOTO (1) Color Photo - For ultimate urban chic: a three-button wool/silk vested suit, cotton shirt and silk tie.

(2) Color Photo - ABOVE: Pendleton Woolen Mills creates an elegant yet sporty feel with this wool two-button checked sport coat, nylon/polyester vest, cotton denim shirt and cotton corduroy trousers.

(3) Color Photo - RIGHT: Calvin Klein creates an urbane look with this navy double-face cashmere coat, over a turtleneck and stretch wool pants.

**LOAD-DATE:** November 12, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) | [i](#) | [j](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

View: Full

Date/Time: Wednesday, June 21, 2006 - 10:19 AM EDT



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*SNORKEL PARKAS ARE AIRING IT OUT THIS WINTER--FROM HIGH FASHION OF HELMUT LANG TO AUTHENTICITY OF SPIEWAK AND SCHOTT, PARKAS TAKE OFF. Daily News Record November 16, 1998*

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Daily News Record

November 16, 1998

**SECTION:** Pg. 6; ISSN: 1041-1119

**IAC-ACC-NO:** 53230022

**LENGTH:** 771 words

**HEADLINE:** SNORKEL PARKAS ARE AIRING IT OUT THIS WINTER--FROM HIGH FASHION OF HELMUT LANG TO AUTHENTICITY OF SPIEWAK AND SCHOTT, PARKAS TAKE OFF.

**BYLINE:** Mul, Nelson

**BODY:**

NEW YORK -- If fashion and outerwear companies have their way, consumers will be mushing their way through winter.

The classic military snorkel parka, made fashionable in the '70s, has resurfaced with full force. A combination of retro fever and a nearly insatiable consumer craze for military and utilitarian styles has made the timing right for fashion and outerwear companies to set their designs on this cool classic.

They're also getting support from retailers who are supporting the parka. Bloomingdale's, for example, ran a full-page ad featuring the snorkel parka from designers and fashion companies such as Helmut Lang, Andrew Marc, Ralph Lauren's Polo Sport and **Nautica**. The boom and evolution in army-navy stores have contributed to the popularity.

The ne plus ultra of this season's fashionable snorkels, however, comes from Helmut Lang and has found its way to the backs of countless style mavens. Available in crisp, cool whites and creams as well as black, the coats come in fabrications of cotton, nylon, leather or sheepskin, with detachable linings made of wool, baby llama or down quiltings, and a detachable faux fur trim on the hood.

According to a spokesperson for Helmut Lang, the season's shipments have been instant best sellers and, despite the hefty prices, ranging from \$ 800 to \$ 2,200, sold out immediately. As a result of the overwhelming response, Helmut Lang has since produced versions for summer and winter '99.

Today's styles and fabrications are more diverse and fashionable than ever. Because the original snorkel parka was developed during WWII, for such activities as Arctic exploration, they came in military flight satin and high-performance synthetic fur, with a standard length of 34 inches. Now they are available in numerous colors, fabrications, such as cotton canvas or leather, and choice of lengths, from 27 inches to the 3/4 length, which stands at 41 inches.

Polo Sport first introduced its snorkel for cruise '96, in cream, silver, and navy, but shortened the coat for

cruise '98 and opted for the more traditional olive and navy. A Polo Sport spokesperson said that since its introduction three years ago, demand for the parka is still high, with extremely strong responses for the shorter lengths. At a much more moderate price point of \$ 247.50 at retail, the Polo Sport snorkel is aimed at a wider audience.

Andrew Marc, best known for his leathers, has been doing quite well on the snorkel models he's introduced, which are available with slightly varying details, such as different pocket treatments or fabrications. Andrew Marc Schwartz, the CEO and president of Andrew Marc, said sales are up 25 percent for the snorkel models, and cites the current military influence of fashion and trimmer, lighter versions as fueling interest in the parka.

But, alas, with some fashion followers, authenticity is the most important criterion in an era of recycled fashions. For classic, original looks, some turn to sources such as Spliwak and Schott. Both Spliwak and Schott developed the snorkel parka as government contractors, and later sold them to civilians who were as diverse as Alaskan dogsled-team drivers, pipeline workers and Arctic explorers.

Don King, vice-president of sales at Schott NYC, said authenticity has served them well in boosting sales. Schott's version comes with specifications to military standard, and is available in differing lengths, fake or real fur, and colors.

"We're up 20 percent as a category, and it's definitely trending," King said.

"Overall, what will drive it is cold weather, but it's set to explode. Over the last six or nine months, it's become one of the looks of this winter."

Jerry Spliwak, the chairman of Spliwak and grandson of the founder, has seen it all before, and claims his company was the original cause for the crossover from government issue to fashion fad.

"My son went to the University of Pennsylvania in the late '60s and asked me to make him one," said Spliwak. "Soon it caught the attention of a local retailer called I. Goldberg, and the rest was history. The sales from the snorkel put all my kids through college."

Today, Spliwak is once again capitalizing on the craze, and has expanded its offerings of the classic, including shorter and longer versions, and even a camouflage-patterned one.

"It's a consistently good seller for us, and there's been a resurgence in the last few years," Spliwak said. "It's wonderful to see it come around time and time again."

Of course, retailers hope the craze will actually coincide with some cold weather.

**IAC-CREATE-DATE:** November 23, 1998

**LOAD-DATE:** November 24, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

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*Saks Incorporated Announces Planned Conversion of Greenville, South Carolina Parisian Store Into Proffitt's Store Business Wire November 18, 1998, Wednesday*

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Business Wire

**November 18, 1998, Wednesday**

**DISTRIBUTION:** Business Editors

**LENGTH:** 347 words

**HEADLINE:** Saks Incorporated Announces Planned Conversion of Greenville, South Carolina Parisian Store Into Proffitt's Store

**DATELINE:** BIRMINGHAM, Ala.

**BODY:**

Nov. 18, 1998--Department store retailer Saks Incorporated (NYSE: SKS) (the "Company") (formerly Proffitt's, Inc.) today announced the planned conversion of its 120,000 square foot Parisian store in the Greenville Mall in Greenville, South Carolina into a Proffitt's store. The Company plans to operate the Parisian store in Greenville through January 1999 and expects to re-open the store under the Proffitt's nameplate in February 1999. No reductions in force are anticipated in conjunction with the store conversion. Proffitt's stores carry a wide selection of fashion apparel, shoes, and accessories for the entire family, as well as cosmetics and decorative home furnishings. Key brands typically carried by a Proffitt's store include: Liz Claiborne, Calvin Klein, Jones New York, Tommy Hilfiger, Polo/Ralph Lauren, **Nautica**, Coach, Nine West, Estee Lauder, Clinique, Lancome, and Waterford. Toni Browning, Chairman and Chief Executive Officer of Proffitt's, commented, "We are delighted to extend Proffitt's presence into the important market of Greenville, South Carolina. Our entry into Greenville is a natural extension of our presence in Asheville and Spartanburg, where we have stores in the Biltmore Square Mall and the Westgate Mall, respectively. We look forward to providing the community of Greenville with the outstanding customer service and premier merchandise assortments that have long been associated with both Proffitt's and Parisian." Saks Incorporated currently operates over 340 department stores and 4 free-standing furniture stores in 38 states under the names of Saks Fifth Avenue, Proffitt's, McRae's, Younkers, Parisian, Herberger's, Carson Pirie Scott, Boston Store, Bergner's, and Off 5th. There are currently 30 Proffitt's stores in operation. The Company's annual revenues exceed \$ 6 billion.

**CONTACT:** Saks Incorporated  
Julia Bentley, 423/981-6243

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**LOAD-DATE:** November 19, 1998

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*THOUGHTFUL TOUCHES THAT CAN HELP SPRUCE UP A HOME Buffalo News (New York) November 26, 1998, Thursday, FINAL EDITION*

Copyright 1998 The Buffalo News  
Buffalo News (New York)

**November 26, 1998, Thursday, FINAL EDITION**

**SECTION:** GIFT GUIDE, Pg. 4E

**LENGTH:** 877 words

**HEADLINE:** THOUGHTFUL TOUCHES THAT CAN HELP SPRUCE UP A HOME

**BYLINE:** SUSAN MARTIN; News Style Writer

**BODY:**

People are really into their homes these days, which is why so many of them love to receive gifts for sprucing them up. Since homeowners and apartment-dwellers often make the "extras" low on their list of priorities, now is a good time to treat them to such things as luxurious towels or scented soaps.

On the other hand, some people on your gift lists could really use the basics. Those on tight budgets will appreciate a gift certificate to a hardware or home-improvement store, for example.

Or consider making arrangements for a snow-plowing, gutter-cleaning, window-washing or lawn service.

Either way, gifts for the home are a good way to go. If it's "stuff" you're after, here are some updated ideas for today's homes for every room in the house.

For the bath

No modern bathroom is complete without a set of luxurious towels.

Prices vary, depending on name brand and thickness. For example, Bed Bath & Beyond, Walden Galleria, sells the Fieldcrest brand of all-cotton Supima towels in a huge selection of colors. The bath-size towels costs \$ 14.99. Big K mart sells its Martha Stewart "Blue Label" towels, regularly priced at \$ 9.99 for a bath-size. Department stores and specialty stores, such as Linens 'N Things, also have a wide selection of various brands.

Remember, too, that fashion designers have gotten into the towel game. Ralph Lauren and **Nautica** by David Chu are just two of the designer towels available through local retailers such as Kaufmann's or the Bon-Ton.

Another idea: Instead of investing in an entire set of towels, treat someone to a single body towel or bath sheet. These generally measure 30-by-66 inches; the Fieldcrest brand regularly sells for \$ 28 each, but you may catch a sale.

The nice thing about bath sheets is that they can do double-duty as beach towels.

Less pricey options: Scented soaps always are winners. Look for selections at Bath & Body Works (freesia, white gardenia or, especially for men, woodland) and other places that sell scented products for the body

and home.

#### For the kitchen

This is a good place to get creative. The gift-giving experts at T.J. Maxx suggest creating one-of-a-kind gifts you pull together yourself. Start with a beautiful bowl, for example, and add a cookbook, whisk, apron, rolling pin, shaker or whatever else catches your eye and go from there.

Or go for a great-looking pepper grinder or pasta bowl. Not sure what the chef on your gift list already has? Most of today's modern cooks will always appreciate a gift certificate. Williams-Sonoma, Bed Bath & Beyond, Premier Gourmet and most other stores will issue them.

#### For the dining room

Certainly, a set of holiday place mats or terrific candle-holders are a smart way to go. Clever, too, is a gift of 12 different scented candles -- one for each month of the year.

People on your gift list who really enjoy dressing up their homes for the holidays also will be impressed by a holiday floral arrangement you send to their homes.

Hint: If they are having a big holiday bash, have the arrangement delivered a day before so they have time to find the perfect spot for it. Handing your host some fresh flowers at the door when other guests are arriving is not the way to go. No host has time to clip the stems, locate a vase and make a picture-perfect arrangement when he or she should be serving salsa.

Rather, visit the florist ahead of time. Look at samples or work with the staff to custom-design your own arrangement. Discuss budget, colors and materials. Remember, holiday arrangements don't necessarily have to be red and green or sprouting with images of Santa Claus.

Nor does the arrangement have to be limited to the dining room. Have something designed that is suitable for any spot, so the person won't feel obligated to use it as a centerpiece.

#### For the living room

A big, fluffy throw in a color that complements the living room is a true winner in the gift department. Whether you buy one in cotton or chenille, wool or even cashmere, a throw is a versatile addition to any room and eye-catching as well.

Far too attractive to be tucked away until they are needed to keep warm on chilly nights, today's throws can be tossed over the arm of a sofa or chair to add a bit of texture or color to the room. They are widely available at department stores, gift shops and specialty stores.

For casual decors, fleece throws are especially trendy. Spotted at the Bon-Ton: Polarfleece blanket throws by Dakotah that measure 50 by 68 inches and are regularly priced at \$ 60 to \$ 80. Look for them in an array of solids, frontier prints or Highland plaids.

Some holiday revelers also are into displaying collections this time of year. Department 56's Christmas collectibles are a biggie; these include lighted ceramic and porcelain villages, giftware and other holiday merchandise. New pieces are added each year. Department 56 is available at a number of stores locally. Call (800) LIT-TOWN or (888) D56-HOMES to find the nearest participating retailer. Or visit [www.department56.com](http://www.department56.com) for listings.

Other ideas for the living room: novelty pillow, decorative basket, picture frame, fireplace accessories, tree ornaments or a nifty set of coasters.

**GRAPHIC:** The candy cane Christmas bouquet accented with Christmas greens, pinecones and carnations

comes from FTD. Add to a loved one's Christmas village collectibles with Department 56's new "Scottie's Toy Shop" gift set from the "Christmas in the City" series.; A decorative throw always makes a unique gift. Shown here are the Gagliano and Contino throws from Ethan Allen.

**LOAD-DATE:** November 28, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:17 AM EDT



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*NEW BUSINESSES CRIMINAL RECORD LAW CENTER, P.A. The Miami Herald November 29, 1998 Sunday  
FINAL EDITION*

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**The Miami Herald**

Found on Miami.com

The Miami Herald

**November 29, 1998 Sunday FINAL EDITION**

**SECTION:** NEIGHBORS KE; Pg. 26

**LENGTH:** 1152 words

**HEADLINE:** NEW BUSINESSES CRIMINAL RECORD LAW CENTER, P.A.

**BYLINE:** Herald Staff

**BODY:**

The Criminal Record Law Center is at 19 W. Flagler St., Suite 1212 in the Biscayne Building. It is located in the law offices of Barker & Shinder. The owners are Timothy K. Barket, Lance W. Shinder and Felix M. Diaz Jr. The office manager is Isbel Rascon. It practices in the area of petitioning the court to seal or expunge a criminal or arrest record. Hours are 9 a.m. to 5 p.m. Monday through Friday. Call 305-373-1238.

**KENDALL LUMBER & GRANITE CO.**

Kendall Lumber & Granite Co. is at 13424 SW 131st St. in the Pineland Airport Center near the Kendall-Tamiami Executive Airport. Caesar S. Lozano is owner/president and Patricia Serentill is vice president. It sells fine hardwoods, hardwood plywood, exotic woods, wood and MDF moldings, imported wood doors, terrazzo tiles, veneers and edgebanding. Sales are both retail and wholesale. Some of the woods available are ash, cherry, white oak, mahogany, Spanish cedar, limba, beech, anigre, red llon, lacewood and tigerwood. Some veneers are ash, cherry, maple, mahogany, birch and red oak. It is a distributor of Menicucci Tiles, Visel doors and Flexible Materials. Hours are 8 a.m. to 5 p.m. Monday through Friday. Web site: [www.kendallgranite.com](http://www.kendallgranite.com) E-mail: [Kendall@Icanect.net](mailto:Kendall@Icanect.net) Call 305-238-1864 or 305-238-7670. Fax 305-251-1931.

**PRETTY DOG 2 - DOG GROOMING**

Pretty Dog 2 has opened at 11541 N. Kendall Dr. in the Kendall Market Place. The owners are Maurizio Galleni and Joe Raffa. They bring more than 12 years' experience in pet grooming and canine breeding to the new venture. A full-service grooming salon for dogs and cats, this 1,050 square foot salon specializes in terrier cuts, plucking and all types of scissor cuts. Baths and nail clipping are offered at affordable prices. They offer aromatherapy for pets to help with skin conditions such as scaling, sores, scratching and hot spots. Each treatment is personalized to the pet and the condition. It is also effective as a preventive treatment. Severe skin conditions should be referred to a veterinarian. English, Italian and Spanish are spoken. Hours are 8 a.m. to 6 p.m. Monday through Saturday. Most services are by appointment, but walk-ins are welcome. Web site: [www.geocities.com/eureka/plaza/8298/](http://www.geocities.com/eureka/plaza/8298/) E-mail: [prettydog2@geocities.com](mailto:prettydog2@geocities.com) Call 305-270-9170. Fax 305-270-0577.

## STEP BY STEP CHILDREN'S SHOES

Step by Step Children's Shoes is at 4762 SW 72nd Ave. In the Lakeshore Plaza in the antique/design district between Bird Road and Miller Drive. It is owned and operated by Debra Diaz and Laura Ladki. It sells shoes and accessories for infants to size 6. Some brands available are Elefanten, Aster, Kenneth Cole, Mia, Rachel, Jumping Jack, Superga, Tommy Hilfiger, **Nautica**, Keds, Vans, Weebok, Nine West, Nina Doll, Venetinni, Bass, Shoe Be Doo and Brakkies. Hours are 10 a.m. to 6 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday. Call 305-665-8040.

## TECHNO LOGIC CONSULTING

Techno Logic Consulting is at 8306 Mills Dr., Room 682. It is owned by William M. Dardick. It provides on-site computer service, consulting and repairs. Some services are computer support, upgrades, maintenance, custom built PCs, desktop publishing, electronic typesetting, Web site and graphic arts productions as well as tutoring in DOS, Win3x, Win95 and Win98. Technical services include diagnostics and repairs, virus removal, custom configurations, and backup and restore. Rates for technical services are \$75 per hour, excluding parts; tutoring services are \$50 per hour and design services are \$30 per hour. One free consultation is offered to new clients. Call before buying a new PC. Hours are 8 a.m. to 6 p.m. Monday through Saturday. Web site: [www.tlcpc.net](http://www.tlcpc.net) E-mail: [Thirty2Bit@aol.com](mailto:Thirty2Bit@aol.com) Call 305-270-2485. Fax 305-270-1396.

## UNSUBBED SPECIALTY SANDWICHES AND SMOOTHIES

UnSubbed Specialty Sandwiches and Smoothies is now open at 95 NW First St. directly across from the Miami-Dade County Court House. It was previously at 67 NE Second St., where a fire destroyed the business last March 24. It serves a selection of hot and cold sandwiches, a soup of the day and smoothies. Some cold sandwiches are a veggie mix; turkey, bacon, avocado, Swiss cheese; roast beef with cheddar cheese; turkey and cranberry sauce; corned beef; and turkey, bacon and cream cheese. Some hot sandwiches are roast beef or turkey with barbecue sauce and cheddar cheese; roast beef, Swiss cheese, sauerkraut, grilled onions and green peppers; gardenburger; grilled ham, bacon, cheddar cheese with avocado spread. Toppings vary for each sandwich and include pepper onions, sprouts, black olives, curry mayonnaise, sunflower seeds, teriyaki sauce, horseradish and pickles in addition to lettuce, tomato and mayonnaise. All sandwich combinations are available as salads. Prices are \$5 to \$5.50 with an additional charge for some toppings or extra dressing. Smoothies include the ironman (pineapple, oranges, protein, fat burner, chromium picolinate, glutamine and vanilla extract); light my fire (oranges, bananas, aminos, ginseng, turbinado and honey); start me up (mango, papaya, strawberries, pineapple, protein, double ginseng, turbinado and honey); and Margaritaville (a create your own with a choice of three fruits and three supplements). Smoothies are \$3.50 plus 50 cents for each extra supplement. Snacks such as potato chips, Doritos, sunchips, spinach pies, muffins and bagels are also available. Free delivery in the immediate area. Hours are 7 a.m. to 4 p.m. Monday through Friday, 9 a.m. to 5 p.m. Saturday. Call 305-358-3663. Fax 305-358-3636.

## VICTORIA'S ATTIC -- CONSIGNMENT SHOP

Victoria's Attic is at 1336 N. Krome Ave., Homestead. It is owned and operated by Diana Landen and her mother Gayle McCall. This consignment shops offers career wear, after-5 dresses, accessories including costume and unique jewelry, casual clothes, mother-of-the-bride dresses, clothing for men, women and children in petite to plus sizes. Small furniture items, housewares and bric-a-brac are also sold. Consignment items must be clean and in good condition. Clothing should be current styles and in-season. Major credit cards are accepted. All sales are final. Hours are 10 a.m. to 6 p.m. Monday through Friday, 10 a.m. to 5 p.m. Saturday. Call 305-246-0027.

## VILLA BOUGAINVILLEA

Villa Bougainvillea has opened at 17854 S. Dixie Hwy. Tony Delboy Reinoso is president and Kenneth



Douglas Santos is vice president. This antique shop offers antiques, collectibles, unusual furniture and personalized pillows, napkins and more. Some other items are mirrors, lamps, candle sticks, screens, paintings, tapestries, miniatures, hand-painted glass, ceramics and porcelain. Both antiques and replicas are sold. Most pieces are from England and Mediterranean countries. Consignments are accepted. Hours are 10 a.m. to 5 p.m. Monday through Saturday. E-mail: [arks@icanect.net](mailto:arks@icanect.net) Call 305-971-2444.

**NOTES: NEW**

**GRAPHIC:** photo: Tony Delboy Reinoso (A), Laura Ladki and Debra Diaz (A), Maurizio Galleni (A), Kendall Lumber and Granite Co. (A);

**VILLA BOUGAINVILLEA:** Tony Delboy Reinoso's antique shop offers collectibles, unusual furniture and personalized pillows, napkins and more.

**KENDALL LUMBER AND GRANITE CO.:** At 13424 SW 131st St., this business sells fine hardwoods, hardwood plywood, exotic woods, terrazzo tiles and more.

**PRETTY DOG 2:** Co-owner Maurizio Galleni grooms a Pomeranian at the shop, 11541 N. Kendall Dr.

**STEP BY STEP:** Owners Laura Ladki and Debra Diaz specialize in children's footwear.

**VICTORIA'S ATTIC:** Owner Diana Landen's consignment shop at 1336 Krome Ave. In Homestead offers clothing, furniture and bric-a-brac.

**LOAD-DATE:** October 21, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:11 AM EDT



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*Wall Street Review Forbes November 30, 1998*

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**Forbes**

Forbes

November 30, 1998

**SECTION:** MONEY & INVESTMENTS; The Forbes/Barra; Pg. 361

**LENGTH:** 785 words

**HEADLINE:** Wall Street Review

**BYLINE:** BY ERIC S. HARDY

**BODY:**

The market's double-digit return since the start of the fourth quarter has erased most of the decline it suffered earlier in the year. Yet some think a crash is still in the works. Charles Allmon, a Chevy Chase, Md.-based money manager, is among the naysayers: "Stocks look grossly overpriced based on any measure of value," he says. Allmon points out the total market capitalization of U.S. stocks is about 50% higher than gross domestic product. Historically, says Allmon, the market sells for a 50% discount to GDP.

Allmon's portfolio is currently 92% in cash, but he thinks a handful of good values still exist. He lists **Nautica** Enterprises, selling for 13 times trailing earnings, and slot machine maker Anchor Gaming (P/E: 9) among his favorites.

**Special focus**

Despite October's good showing, U.S. sales of cars and light trucks in 1998 and 1999 are not expected to exceed 1997's 15.5 million units (p. 48). But equipment makers will prosper because of Detroit's increased outsourcing of parts. Next year analysts expect at least an 14% gain in profits at these eight firms.

**The source**

Company	Recent price	'98 vs '99 % chg EPS *
Dana	\$ 44.25	26%
Federal-Mogul	59.50	82
Hayes Lemmerz Intl	29.69	48
Internet	15.38	29
Lear	38.38	18
MascoTech	16.81	14
Simpson Industries	10.94	34
Superior Industries Intl	27.31	31

\* Estimated.

Sources: Market Guide via OneSource Information

Services: IBES Express.

Closeup on the markets

Index or Investment	2-week change	% change from	
		1 year ago	5-year high
Barra All-US Index	7.2%	14.2%	-6.4%
S&P/Barra Growth Index n1	6.6	33.3	-1.2
S&P/Barra Value Index n2	6.5	12.5	-6.9
Dow Jones Industrials	6.2	18.4	-3.9
S&P 500	6.6	23.0	-3.9
NYSE	6.7	16.0	-5.9
Nasdaq	9.6	15.9	-7.8
PSE Tech 100 n3	11.5	22.6	0.0
EAFE n4	4.0	12.6	-9.1
CRB futures Index n5, n6	0.9	-14.8	-21.5
Gold n5 (Comex spot)	0.2	-5.5	-29.4
Yen n6 (per \$ US)	0.7	-4.2	-19.2
Oil (W Texas Intermediate)	0.2	-33.2	-47.8

n1 Total return of more than 150 large-capitalization stocks that have high historical earnings growth and have predicted above-average earnings growth.

n2 Total return of more than 300 large-capitalization stocks characterized by low price-to-book ratios, high yields and low price-to-earnings ratios.

n3 A price-weighted Index of 100 widely followed U.S. technology stocks. Base value 12/31/82 = 50 (adjusted).

n4 A dollar-denominated capitalization-weighted Index of more than 1,100 foreign stocks. Source: Morgan Stanley Capital International.

n5 Index of 21 commodity futures.

n6 Source: Bridge-Commodity Research Bureau.

The best and worst performing stocks

Best	Recent 2-week		1998 EPS n1	Worst	Recent 2-week		1998 EPS n7
	price	change			price	change	
Hutchinson	\$ 28.00	75%	\$ 2.03 n8	Corporate	\$ 5.75	-47%	\$ 0.40
Technology				Express			
Iomega	8.69	70	-0.22	e.splre	8.19	-40	-4.06

## Communications

Aspen Technology	18.63	69	0.44	n8, n9 Meadowbrook Insurance Gp	15.81	-34	1.78
Visio	34.06	65	1.51	Rutherford -Moran Oil	5.25	-33	-1.01
CHS Electronics	17.00	62	1.81	First Health Group	15.94	-32	1.42

n7 Consensus estimate.

n8 1999 estimate.

n9 Flash estimate is the average of a firm's new and revised estimates received over the last four weeks. Flash estimate is printed when it differs from the consensus by at least 15%.

The best and worst performing Industry factors n10

n10 Shows return after controlling for other influences, including company size, value and growth characteristics. Multi-Industry firms have proportional contributions in two or more groups. *Principal Sources: Barra, Inc.; IBES Express.*

	Change			Change	
	2-week change	since 12/31/97		2-week change	since 12/31/97
<b>Best</b>			<b>Worst</b>		
Apparel, textiles	11.9%	6.5%	Tire & rubber	-3.3%	-10.4%
Containers	11.6	-16.5	Cosmetics	-2.1	3.7
Aerospace	11.1	-1.1	Forest products	-2.0	30.2
Leisure, luxury	10.9	1.0	Pollution control	0.0	16.2
Motor vehicles	10.8	55.2	Trucking	0.0	-21.3

Data for period ending 11/6/98. The Barra All-US price index consists of all publicly traded U.S. common stocks for which price quotations are available and ordinary shares of foreign stocks traded on U.S. markets. ADRs, REITs and closed-end funds are excluded.

**GRAPHIC:** Graph, The overall market, FORBES

**LOAD-DATE:** November 30, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: nautica and date(geq (1/1/1998) and leq (12/1/1998)) [\[Edit Search\]](#) | [Suggest Terms for My Search](#)

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Date/Time: Wednesday, June 21, 2006 - 9:58 AM EDT

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Terms: nautica and date(geq (1/1/1998) and leq (12/1/1998)) (Edit Search | Suggest Terms for My Search)

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**STALKING VALUE AND SERVICE AFFLUENT CONSUMERS ARE REDEFINING THE WAY BARGAIN HUNTERS SHOP**  
*Detroit Free Press November 30, 1998 Monday METRO FINAL EDITION*

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**Detroit Free Press**

Found on Freep.com

Detroit Free Press

**November 30, 1998 Monday METRO FINAL EDITION**

**SECTION:** BUSINESS; Pg. 6F

**LENGTH:** 1779 words

**HEADLINE:** STALKING VALUE AND SERVICE AFFLUENT CONSUMERS ARE REDEFINING THE WAY BARGAIN HUNTERS SHOP

**BYLINE:** MOLLY BRAUER Free Press Business Writer, FREE PRESS NEWS SERVICES CONTRIBUTED

**BODY:**

Bargain hunting knows no bounds. People -- rich, poor and in between -- love a bargain. Consumers at all income levels are boosting store sales while seeking bargains on items ranging from chinos to chocolate.

Prime Outlets at Birch Run, north of Flint on I-75, is a favorite haunt of value hunters. Bargain hunters also flock to other outlet centers and stores such as Costco, Target and Wal-Mart.

On Nov. 9 -- 2 1/2 weeks before Thanksgiving -- shoppers came from as far away as Toronto, Traverse City, Lansing, Mt. Pleasant and Grand Rapids to find good deals and get a jump on their Christmas shopping at Birch Run.

"I think the prices are much better here," said Monica Fleser, who lives in Grand Rapids and works at Spectrum Health hospitals in Grand Rapids. "We have to keep going back to the car to unload our buys."

Fleser and Adrian Snyder, who works at J.W. Messner, an advertising agency in Grand Rapids, said they spend \$300 to \$400 on typical outlet excursions, and that includes the Godiva Chocolates and Pepperidge Farm cookies they buy for snacks.

Snyder said she drew the names of her brother and nephew in the family Christmas lottery. She bought them and her son sweaters and rugby shirts at the Eddie Bauer outlet. The best deal was a \$44 down coat for her 29-year-old son. At Eddie Bauer's full-price store in Troy's Somerset Collection, down jackets and parkas were on sale for \$89.99, \$99.99 and \$179.99.

These two shopping partners go to Birch Run at least twice a year and said they can't wait to visit Great Lakes Crossing, which opened Nov. 12 in Auburn Hills, to shop for bargains.

Michigan has a long history of value shopping. Troy is home to Kmart Corp., the original discount chain. Outlet centers such as Birch Run have been popular destinations for more than a decade.

Michigan has outlet malls in Monroe (Horizon Outlet Center), Port Huron (Horizon Outlet Center), Traverse City (Horizon Outlet Center), West Branch (Tanger Factory Outlet Center), Holland (Horizon Outlet Center), Howell (Kensington Valley Factory Shops) and Lansing (Lansing Factory Outlet Stores).

With the opening of Great Lakes Crossing, which includes retailers such as Neiman Marcus Last Call and the JCPenney Outlet Store, Michigan is poised to become a mecca of value shopping, mall officials say. There are more than 170 stores at Great Lakes Crossing.

Although millions of dollars were spent on advertising, promotions and publicity for Great Lakes Crossing, some Birch Run shoppers had not heard of the mall and were skeptical about finding bargains.

Amy Spiegel, 21, who lives in Lansing, works at National City Bank and attends Lansing Community College, said: "I doubt if I'd go there. It's probably more expensive. Everything down there is more expensive."

Spiegel has been going to Birch Run with her family since she was a little girl, spending an average of \$300 or \$400 per shopping trip on clothing and household goods. Her favorite stores are the outlets of Esprit, the Gap, Tommy Hilfiger and Nautica.

Joan Sadler, a Toronto teacher, was browsing through the OshKosh B'Gosh store in search of clothes for her grandchildren.

Sadler said she's been visiting Birch Run for about a decade. With the Canadian dollar so low, price, quality, selection and overall value are important to her. She said she found a better selection at Birch Run and, even with the difference in the dollar, was able to find better values than she could find at home.

"We look for the absolutely cheapest hotel room we can find," said Sadler, who said she will be inclined to visit Great Lakes Crossing only if the mall promotes good rates at hotels.

Jennifer Wright and her boyfriend, Matt Campbell, said they try to stretch their dollars as far as they can.

Wright, 18, a student at Central Michigan University in Mt. Pleasant, goes to the Birch Run outlets about six times a year. Campbell, 20, doesn't go as often, but he found a good buy on a sweatshirt for \$18.01 at the Gap outlet. Campbell, a student at Henry Ford Community College in Dearborn, said he thought anything below \$25 for a sweatshirt was a good deal.

Wright said she usually shops at Birch Run outlets when she needs specific items. She spends \$200 or \$300 on a successful visit.

#### Spendthrifts seek values

Some shoppers are so-called shopaholic spendthrifts: people who will happily spend \$3.50 for a cappuccino but who will wait weeks for a coupon to buy a 99-cent twin pack of soap.

According to WSL Strategic Retail, the New York consulting group that coined the term, shopaholic spendthrifts will shop anywhere and everywhere, crossing class lines and blurring traditional socioeconomic distinctions, if retailers deliver on value, convenience and service.

"Consumers are placing a higher priority on value than on store name," said WSL's Candace Corlett.

Retailers are paying attention. Middle- and upper-income shoppers who demand value for their money are redefining the American shopping experience.

A decade ago, shoppers traded courteous service, well-stocked shelves and wide aisles for low prices in stores such as Woolworth's. Today, chains such as Wal-Mart and T.J. Maxx have changed the way affluent consumers shop.

To wit: 90 percent of shoppers with household incomes of more than \$70,000 shop in discount stores, according to WSL. Five years ago, that percentage was half as large.

The shift in shopping patterns has been a boon for retailers.

"Affluent people are almost always the smartest shoppers," said Jim Sinegal, president and chief executive officer of Costco. "Our most successful units are always located in the most affluent areas. We carry a lot of high-end goods and who better to buy the Waterford crystal or the Coach bags?"

Value-conscious consumers buy Michelin tires and Ghiradelli chocolate at Costco, kids clothes and bedding at Target, Liz Claiborne blouses at T.J. Maxx and bathroom sinks at Home Depot.

Beth McCarthy, a 30-year-old upper-middle-class mom and part-time marketing consultant from Pleasanton, Calif., said she shops at Costco because she can find what she wants in that store quicker than in a department store.

She also says she hates to pay more than she has to.

For example, on one trip to Costco in Livermore, Calif., McCarthy found colorful fuzzy fleece sleepers for her 2-year-old, Shona. "I might pay as much as \$20 at Macy's for these," she said, glancing at the \$7.49 price tag.

At Ross in Dublin, Calif., McCarthy spotted a pair of brown suede Polo Ralph Lauren tennis shoes for half price. "I love finding name brands for less," she said.

On rare occasions, McCarthy treats herself to an afternoon of Nordstrom pampering and upscale merchandise, but the self-indulgent experience never seems as satisfying as finding a good bargain. "I shop for value," said McCarthy, whose husband is a computer executive.

She can afford Gucci, but McCarthy sticks to a Kmart budget.

Bargain hunters such as McCarthy still shop at department stores for private-label merchandise as well as the dependable selection of name brands such as Fila and Jones New York.

They also still splurge on luxury goods, sales of which were at a decade high last year. But those purchases are often big-ticket, self-indulgent items they don't mind paying a premium for such as cars, vacations and spas.

Still, even in a strong economy, price is a major selling point. Analysts say middle- and upper-income shoppers haven't forgotten leaner times in the early 1990s, when free spending waned and bargains became chic.

"Our economy is robust, but the average family has mouths to feed and a mortgage to pay," said Richard Goldman, executive vice president of Men's Wearhouse Inc.

Retail analysts say that the penurious trend will last and that conspicuous consumption is passe.

"Buying a \$230 tie at Neiman Marcus used to be a sign you'd made it," said Erik Gordon, director of the Center for Retailing at the University of Florida. "Now it's not cool to buy really expensive stuff just because you can afford it."

Chains such as Target, with affordably priced trendy merchandise, have become harder for middle- and upper-income bargain hunters to resist. The average household income of Target shoppers is \$47,000. These shoppers used to be more at home at department stores.

Thanks to the influx of well-heeled patrons, Target is now the largest unit of the Dayton Hudson Corp., which also owns Mervyn's and Marshall Field's department stores.

Outlet malls that hawk Ralph Lauren and Liz Claiborne merchandise also are bargain-hunter magnets because they purport to deliver brand-name merchandise for less.

Last year, about 55 million Americans traveled 100 miles or more to shop at outlet stores, according to the Travel Industry Association of America. There are more than 300 outlet centers across the country, including the new version of upscale department store bargain basements such as Nordstrom Rack and OFF5th-Saks Fifth Avenue.

"Consumers are wrestling with cachet versus cash," said Corlett of WSL Strategic Retail. "Smart retailers realize they should give consumers cachet and cash."

Free Press news services contributed to this report.

Molly Brauer writes about retailing. She can be reached at 1-313-222-8762.

#### **Shopper does homework**

Libby Knight is a shopper who can afford to shop department stores but who prefers to hunt for bargains in discount, off-price and mass merchandisers. The 31-year-old El Cerrito, Calif., resident shared a few of the strategies she uses to ferret out the best deals.

She collects books and articles on finding bargains and looks for the same shopping outlets to come up twice.

The bigger the item, the more time she will spend researching it because the potential savings are the greatest.

She uses the public library and the Internet as research tools. People sometimes can find out who manufactures the furniture they like, for example, and find Internet sites that sell the manufacturer's products at a discount. People also can read about the quality of the manufacturer's products and see on-line photographs of entire product lines.

She keeps a shopping wish list with her that includes personal items, household items and gifts because she feels better about paying for something she knows she needs or wants.

She tries to focus on just one type of merchandise at a time so she can remember the cost of things and recognize good deals.

She keeps a mental list of both good and bad purchases to learn from her successes and mistakes.

**NOTES:** SIDEBAR ATTACHED; THE MONEY REPORT; COVER STORY  
SEE ALSO RELATED SIDEBAR, PAGE 7F

**GRAPHIC:** Photo J. KYLE KEENER and HUGH GRANNUM, Detroit Free Press;

Kathy Lyljynen of Rochester spent a recent morning bargain hunting at Great Lakes Crossing in Auburn Hills, then topped it off with more shopping at Target in Rochester Hills.

Taking a break at the outlet stores at Birch Run are, from left, Pam Fritz and Trish Herrick of Spring Lake and Sharon Swinson of Muskegon.

(COVER PHOTO)

Collegians Jennifer Neil, 21, left, and her roommate Lori Schoenemann, 22, of Rochester Hills, visit the Target store in Rochester.

**LOAD-DATE:** October 17, 2002



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*IN WEST HOLLYWOOD, A DIVINE OCCASION FOR FINDING DISCOUNT GIFTS Los Angeles Times December 4, 1998, Friday,*

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Los Angeles Times

December 4, 1998, Friday, Home Edition

**SECTION:** Southern California Living; Part E; Page 3; View Desk

**LENGTH:** 478 words

**HEADLINE:** IN WEST HOLLYWOOD, A DIVINE OCCASION FOR FINDING DISCOUNT GIFTS

**BYLINE:** BOOTH MOORE, TIMES STAFF WRITER

**BODY:**

"To shop is human. For such a worthy cause . . . divine."

So goes the slogan for Divine Design, the annual fashion and design showcase beginning tonight at the Pacific Design Center. But Divine Design--a fund-raiser for two AIDS charities: Project Angel Food and DIFFA Los Angeles--is not only a good cause, it's also one of the biggest discount gift-buying bonanzas in town.

In addition to the main attraction--46 interior design vignettes--Divine Design has a 20,000-square-foot fashion marketplace and a home furnishings flea market, both filled with gift possibilities. Clothing prices start at 50% off the retail price the first day and go down progressively day by day. Home furnishings start at 25% off.

More than 250 designers and retailers have donated current season merchandise for men, women and children. Tommy Hilfiger has rugby shirts for boys (\$ 25), and women's skirts, corduroy shirts and parkas in jewel-toned pinks and purples, starting at \$ 34. **Nautica** offers hundreds of men's shirts, along with furnishings for the home, including towels and sheets.

In the underwear department, Joe Boxer's whimsical-print boxers and pajamas (\$ 10 to \$ 20) make nice gifts for men or women.

Party dresses by BCBG are available at the unbeatable price of \$ 60, while Banana Republic's boutique features sportswear, from leather jackets, to belts, faux crocodile purses and men's ties, starting at \$ 10.

Soon to become collectors' items are scarves, robes and bags from Todd Oldham's L.A. store, which has shut its doors. A baby pink silk tote is a steal at \$ 12, and the designer's fun silk and sequined pillows are great to give, \$ 12.50 to \$ 64.50.

Snatch one of Anna Sui's quirky tees for about \$ 10 (the same ones that can be found at the new Sunset Plaza boutique). Plastic coin purses are \$ 7 to \$ 10, and some of Sui's more unusual designs (suede camisole, anyone?) are also for sale.

Or maybe mom would like an Echo silk scarf (\$ 20 to \$ 30), or a candy-colored Inca plastic tote (\$ 48 to \$ 60)?

Sunglasses galore--from L.A. Eyeworks, Oliver Peoples, Kenneth Cole and more--start at \$ 60. Kenneth Cole has also donated hundreds of bags and shoes for both men and women.

In the home furnishings flea market, you'll find hundreds of frames, candlesticks, candles, pillows and knickknacks, as well as bath product gift sets.

And, if all else fails, gift a friend (or yourself) with stylish merchandise from Project Angel Food, including tees, mugs and a cookbook full of recipes from designers and decorators.

Divine Design, today through Dec. 11, at Pacific Design Center, 8687 Melrose Ave., West Hollywood.

Tonight's VIP opening reception, awards show and seven-day pass, \$ 250.

Tonight's opening night sales event and seven-day pass, \$ 100. General admission for one-day tickets, \$ 20.

Information: (310) 358-8000.

**LOAD-DATE:** December 4, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) | [1](#)

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Louisville Bedding wants to buy outstanding shares Business First-Louisville December 7, 1998*

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Business Dateline;  
Business First-Louisville

**December 7, 1998**

**SECTION:** Vol 15; No 19; pg 10

**LENGTH:** 683 words

**HEADLINE:** Louisville Bedding wants to buy outstanding shares

**BYLINE:** Eric Benmour

**DATELINE:** Louisville; KY; US; South Central

**BODY:**

Louisville Bedding Co. is offering to purchase outstanding shares in the company for \$ 86.05 per share.

The offer expires Jan. 7, according to an offering sent to shareholders. The company will be buying "any and all outstanding shares of its common stock," according to the offering document. The offer is not conditioned on the purchase of a minimum number of shares, it states.

"The offer pretty much speaks for itself," said Christian F. Rapp, chief financial officer of Louisville Bedding.

The offer applies only to the 108,450 shares of stock held by the public. That figure represents 17 percent of the total shares. The offering does not apply to the remaining 83 percent, which is owned by officers, directors, employees, sales representatives, the employee stock ownership plan or the company's retirement plan, according to the offering document.

The company's shares aren't traded on a national or regional stock exchange, and trading is limited, according to the document. The offering will give the owners of the shares an opportunity to sell their shares, Rapp said.

At least two shareholders don't plan to sell their shares.

The stock is worth more than \$ 86.05 per share, said Harry K. Eisenberg, publisher of Walker's Manual of Unlisted Stocks, based in Lafayette, Calif. He owns 500 shares of Louisville Bedding.

"I'd be surprised if they get very much," he said.

The stock trades on the over-the-counter bulletin board, Eisenberg said. The last trade occurred on Nov. 17 and shows a bid price of \$ 90 and an ask price of \$ 113.

When asked why shareholders would be willing to sell their shares at \$ 86.05 when the last trade on the bulletin board was higher, Rapp said he had no comment because he wasn't familiar with the details of the trading.

The \$ 86.05 figure was determined by independent appraisers, according to the offering document.

For investors looking to sell their shares, the Louisville Bedding offer is attractive, said Gene Fox, managing director of Cardinal Capital Management LLC in Greenwich, Conn. Because the stock is so thinly traded, finding buyers can be hard, Fox said.

But "I would not tender my stock at that price," he said. "The company's having a really good year." He declined to state how many shares he owns.

Net income for the third quarter, ended Oct. 2, rose to \$ 2.3 million from \$ 1.4 million a year earlier. Revenue rose to \$ 40.7 million from \$ 32.2 million.

Net income for the nine months rose to \$ 5.5 million from \$ 2.8 million a year earlier. Revenue for the nine months rose to \$ 113.5 million from \$ 84.7 million a year earlier.

Louisville Bedding will put the shares it purchases into its treasury, and they will be available to be reissued or contributed to the ESOP, according to the document.

The company buys stock from time to time. During fiscal 1997, which ended Jan. 2, 1998, the company purchased 80,555 shares at prices ranging from \$ 38.39 to \$ 57 per share. During the nine months ended Oct. 2, the company repurchased 26,087 shares at prices ranging from \$ 41.64 to \$ 86.05 per share, according to the document.

Louisville Bedding manufactures quilted mattress pads, bed pillows, pillow shams, dust ruffles, table linens, placemats, chair pads and other home furnishings.

Customers include retailers, such as department stores, national general merchandise chains and mass merchants. In March, Nautica Enterprises Inc. signed a licensing agreement with Louisville Bedding to make and distribute bedding and down comforters for the Nautica Home Collection, according to the March 2, 1998, issue of HFN, the Weekly Newspaper for the Home Furnishing Network. Terms of that agreement were not disclosed.

Louisville Bedding has five Louisville facilities, all in Jeffersonton, according to the company's 1997 annual report. It also has a manufacturing facility in Munfordville, Ky., and a distribution center in the Los Angeles area.

Louisville Bedding has 900 employees, according to the 1997 Kentucky Directory of Manufacturers, published by the Kentucky Cabinet for Economic Development.

**UMI-ACC-NO:** 9979199

**LOAD-DATE:** December 23, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:14 AM EDT



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*GEAR;Guide for the Perplexed The New York Times December 13, 1998, Sunday, Late Edition - Final*

Copyright 1998 The New York Times Company  
The New York Times

**December 13, 1998, Sunday, Late Edition - Final**

**SECTION:** Section 6; Page 54; Column 4; Magazine Desk

**LENGTH:** 922 words

**HEADLINE:** GEAR;  
Guide for the Perplexed

**BYLINE:** By BOB MORRIS; Bob Morris is a frequent contributor to The New York Times.

**BODY:**

I was going rafting in India and needed clothing and gear right away. So off I went, as so many outward-bounding pilgrims of Manhattan do, to Paragon Sporting, downtown's high temple of trekking consumerism. In no time at all, I found a sleeping bag by Mountain Hardwear that weighed only three pounds and was as cute as a Teletubby when shoved into its little stuff-sack. It was the perfect sleeping bag, the Platonic Ideal, the Form itself, of what I had envisioned for my trip to the foothills of the Himalayas. And if, in addition to its weight and size, this particular sleeping bag featured "contoured hood, tuck stitching, double zipper snag guards and slant baffle construction," among other countless offerings, I didn't have to know about it. It was light. It was small. It was on sale. Good. End of story, and thank you, Paragon.

With the confidence of a hunter who has just bagged a 12-point buck, I moved on to the backpack department. Not that I didn't have a backpack at home. I have three. But I wanted something that could be converted into a sophisticated travel bag for a two-day stopover in London on my way back from India. After exploring too many options with a salesman who told me about each backpack's features in such dizzying detail that I began to feel as if I needed oxygen, I decided to go with a North Face Tech Pack. With its "nylon webbing handles and grip," it could be converted into a stylish travel statement that would not suggest to tweedy Londoners that I had been rafting or camping or doing anything remotely unhygienic. It had "zip-off lumbar pack, panel zipper with lockable sliders, internal compression panel, adjustable sternum strap and dual daisy chains for lashing additional gear." Plus, it was "ergonomic": it had frame aluminum stays, which the salesman removed from the pack and bent against my shoulder blades, so that they molded to the shape of my back. This was more than a backpack. It was a space station with straps. But other than the good price, I really only cared about one thing: it was black. Black is very London. "I'll take it," I said.

What shopping karma! I was feeling high as a Hindu holy man with my new stuff. Of course, a holy man in India would not be attached to things, no matter how well designed. But, hey, if the spiritually busy Donna Karan can have seven different women's clothing lines (the latest is DKNY Pure), and Madonna (who sings "Shanti, Shanti" as if she really means it on her new album) breaks into a sweat deciding what to wear in the morning (that's what she told Oprah, anyway), then certainly a mere mortal like myself, without a guru, path or yoga habit, was entitled to get a kick out of a backpack and sleeping bag.

As I clutched my purchases like fresh kill, I felt uplifted to have found what I wanted so effortlessly amid the wilderness of options. Like most people these days, I get overwhelmed by design wherever I go. I have fled from the Gap because I didn't know if I was a 501, relaxed fit, stretch denim, prewashed kind of guy or a stiff, new, rolled-up kind of guy. I have been frightened by the sisal-rug choices available at Pottery Barn,

intimidated by linens at Ralph Lauren (O.K., white, but what kind of white?) and cowed by cordless phones. In these overdetermined, overdesigned times, the choices are endless, even for things you're not supposed to care about, like yoga mats, incense and altar candles.

Of course, some people see the wilderness of options as an opportunity. They happily stay at imaginatively designed hotels where they can't figure out how to turn on the lights or use the sink. They devote their weekends to reading, with Talmudic intensity, instruction manuals for wristwatches. One friend spent \$150 on a black T-shirt by Ann Demeulemeester, the darling of avant-garde design, even though she couldn't figure out where her arms were supposed to go. She ended up throwing it onto the floor of her closet. (Her anger was so intensely complicated, she told me, that it helped her get to some intensely complicated father issues.) Months later, a helpful stylist -- stylists are the prophets of the acquisitive age -- came by and showed her how to operate the T-shirt, which required a sports bra, camisole or halter. "Any of those would help make it work," my friend said, "along with lots of intuition."

Back at Paragon Sporting, meanwhile, my intuition was starting to fail me in the shoe department, even as my demands were becoming more overarchingly specific. When I told a salesman I was looking for walking shoes that needed to be: perfect for both hot and cold weather; supportive, yet easy to break in; extremely lightweight, yet ankle-height or higher to protect me from snow and cobras; and chic enough for London, he gave me so many choices that I got dry mouth. Bypassing the river sandals (if they had had those new ones by Gucci or Prada I might have stopped), I lit out for the jackets. Fleece. Micro-fleece. Polartec. Gore-Tex. Thinsulate. Teflon-treated. Patagonia. Tommy Hilfiger. Nautica. I fled again. By the time I decided on which insect repellent to buy, I felt like a repelled insect myself, and unable to cope with the choices of socks, protein bars, sunglasses and flashlights, I went home and took a nap.

When I woke up, I tried to start packing. But I couldn't figure out my new backpack. It's extremely complicated. But then again, so is India.

"All creatures live bewildered," Krishna said in the Bhagavad-Gita.

He sure got that right.

**GRAPHIC:** Photo: Backpack from Northface. (PHOTOGRAPH BY DAVIES STARR FOR THE NEW YORK TIMES)

**LOAD-DATE:** December 13, 1998

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[1\]](#)

Terms: [nautica](#) and [date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:15 AM EDT



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*HILFIGER, VF STILL TALKING. WWD December 14, 1998*

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WWD

**December 14, 1998**

**SECTION:** Pg. 21; ISSN: 0149-5380

**IAC-ACC-NO:** 53704397

**LENGTH:** 857 words

**HEADLINE:** HILFIGER, VF STILL TALKING.

**BYLINE:** Monget, Karyn

**BODY:**

NEW YORK -- If VF Corp. and Tommy Hilfiger did manage to work out a licensing deal for intimate apparel, it would add another designer name to a category already loaded with them, but the combination of those two companies would likely produce blockbuster results.

Critics noted the hunger for megabrands in the underwear and lingerie markets may generally be sated, but at the same time, they speculate that the Tommy Hilfiger name carries enough weight to generate several hundred million dollars worth of lingerie business at retail.

They said retailers would most likely embrace another big designer name in intimate apparel, especially a high-profile name like Hilfiger that is visible storewide, from fragrance and accessories to sportswear and juniors.

VF and Hilfiger have been talking to each other about collaborating on women's underwear and foundations at least since last June, when Ellen Rohde, president of Vanity Fair Intimate coalition, said, "Yes, we've met with [Hilfiger officials]," describing the encounter as "like the first date."

Last week, Mackey J. McDonald, VF's chairman and chief executive officer, revealed that the courtship is still ongoing, although he would not say how far it's progressed.

"Yes, we're still talking to them," he said, during the festivities at the Apparel Industry Magazine's All-Star Awards dinner last Wednesday at the Roosevelt Hotel here — at which VF received the Gold Star Award for manufacturing excellence.

On Friday, a Hilfiger spokeswoman said, "The licensing department has no comment at this time. Nothing has been done with any company at this time."

Nevertheless, McDonald has made it no secret that VF is pursuing "strategic" acquisitions or licensees for four segments the company has targeted for growth: intimate apparel, jeanswear, workwear and day packs.

VF, which has a lofty portfolio of national brands and status labels, including Vanity Fair, Vassarlette, Lily of France and the licensed Natori, Josie and Oscar de la Renta signature lines, does not have a megabrand on the scale of Tommy Hilfiger.

But it apparently does have a big appetite for premium brands. Its most recent coup was a licensing venture with Nike, under which the Vanity Fair Intimates division will produce a collection of sports bras and active-related separates for distribution to department stores and sporting goods outlets early next year.

Earlier this year, VF made a major move when it acquired Bestform Group, a 74-year-old foundations firm with revenues of \$ 270 million.

For 1997, VF's worldwide intimate apparel sales -- excluding Bestform -- were \$ 648.9 million.

Hilfiger edged into the women's intimate apparel category this year, signing a licensing deal for sleepwear and coordinating robes with Cypress Apparel, a division of Russell-Newman, a Denton, Tex.-based apparel maker. The Hilfiger sleepwear was introduced for early fall selling.

But the real meat and potatoes will be in foundations. If VF is to compete effectively in the global marketplace, a VF-Hilfiger alliance would put it in a direct faceoff with its three primary competitors in women's intimates: Sara Lee, which fully launched the licensed Ralph Lauren Intimates in 1997; The Warnaco Group, which owns the Calvin Klein Underwear mark, a mainstay at department stores since 1995, and Wacoal America, which has produced the upscale Donna Karan Intimates collection since 1992. Wacoal will launch DKNY Intimates in early 1999.

Market sources, meanwhile, said a pact with VF would make sense, considering that other Fortune 500 companies with designer licensees -- Warnaco, Sara Lee and Wacoal, for example -- most likely have noncompete clauses in their licensing contracts.

And in an innerwear industry that has been dramatically consolidated over the past several years, there are few alternatives -- except perhaps with a European powerhouse such as Triumph International.

Jockey International, based in Kenosha, Wis., has been producing the licensed men's underwear by Tommy Hilfiger since 1993. Jockey had first right of refusal to produce women's undergarments for Hilfiger in the past.

But Ed Emma, Jockey's president and chief operating officer, said, "The Liz Claiborne [Intimates] license came up with Jockey, and we thought it was a great opportunity. You can't have two designer brands -- so, that's all she wrote on that."

As reported, Liz Claiborne signed a licensing agreement with Jockey early this fall for women's underwear and bras and coordinating panties for distribution in early 2000.

No matter how lucrative the prospects are for a collection of women's underwear and foundations bearing the Tommy Hilfiger label, the intimate apparel arena in 1999 is expected to be ferociously competitive with several newcomers: DKNY Intimates by Wacoal, at-homewear by **Nautica**, which is being done in-house, and of course, Nike sports bras and activewear by VF's Vanity Fair Intimates unit.

And if that's not enough action, Hilfiger intimates would also have a battle royal on its hands with apparel titan Liz Claiborne.

**IAC-CREATE-DATE:** February 4, 1999

**LOAD-DATE:** February 05, 1999



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*Suggestions for the stylish one on your holiday list Tulsa World (Oklahoma) December 17, 1998*

Copyright 1998 The Tulsa World  
Tulsa World (Oklahoma)

December 17, 1998

**LENGTH:** 814 words

**HEADLINE:** Suggestions for the stylish one on your holiday list

**BODY:**

Rarer still is the holiday season when the biggest trends for fashion gift-giving don't break the bank.

This is one of those rare seasons, and there's a bonus: Many of the popular trends have interesting histories.

Here are a few suggestions for the stylish person on your gift list:

**Cashmere sweater.** This sweater fabric once was synonymous with expense, a pricey, upscale product. But thanks to new technology and blends, the luxurious fabric is more affordable than ever. In other words, they've taken the "cash" out of cashmere. The soft sweaters are a major trend this season in men's and women's fashions. Styles run the gamut -- henley, funnel neck, twin set, mock turtleneck, cardigan -- you name it. \$ 80 to \$ 198.

**Reversible flight jacket.** They come back in style every few years, these waist-length jackets first worn by pilots in World War II as part of their uniforms in the Army Air Corps. Sometimes called bomber jackets, they became popular with civilians in the early 1960s. Fabrics employed over the years include leather, cotton and, the most popular, nylon. This holiday season, trendzoids will rejoice to find under the tree a reversible nylon flight jacket, a dark color on one side and a bright color on the other side. \$ 40 to \$ 100.

**Nylon jacket.** Speaking of nylon, which was introduced by the DuPont Co. in 1939, nylon jackets of any kind are hot this year. The nylon trend can be traced to Italy's Prada company, which made the nylon backpack the rage two years ago and followed up with outerwear in the same fabrics. \$ 25 to \$ 200.

**pu,UfbulletCargo pants.** Fifty years ago, in 1938, the British added a wide, deep pocket on the thigh of pants for their dress battle uniform, and thus was born the cargo pant. Like its cousin, the painter pant, the cargo trouser was born of utility. The roomy pockets were used for storing gear. They have long been a popular item at Army-surplus stores. Last year, the downscale Old Navy chain began pitching the pants in its ads and commercials. Fashion designers jumped on the bandwagon as part of a utility chic movement. This season, they're the hottest pant style going, cut out of everything from denim to wool flannel and, of course, your basic khaki fabric. People use the pockets to store an increasing array of modern must-have gadgets -- cellular phones, pagers and the like. \$ 29 to \$ 79.

**Stylish khaki.** We do not speak here of Dockers, the brand of the bland, but of the stylish, hip khakis that are new on the scene. Khaki itself is hardly new. The dusty, light brown cotton or wool fabric dates to 1848, and was used originally for military uniforms. The fabric was adopted for work pants and sportswear for men and women in the 1950s, but it sprang into use as casual work and weekend wear in the 1980s. Now, khaki has been made over again by the likes of Tommy Hilfiger, Ralph Lauren, **Nautica**, Gap, Banana Republic and other brands. Updated khaki comes in a variety of fashionable cuts, from hip-hugger to skateboarder baggy, and with trendy details such as patch pockets. \$ 40 to \$ 80.

Dark jeans. After 15 years of supremacy of stone-washed or light-colored jeans, indigo blue or dark denim is back with a vengeance on two fronts. The very hip sport classic blue jeans, such as Levi's, with the hem folded over into a big cuff that flaunts the lighter underside of the jean. Some designers, such as Helmut Lang, have their own version of the "new" style. \$ 30 to \$ 120.

Others are wearing retro designer jeans that are replicas of the 1970s tight jeans from the brands that started the craze: Sergio Valente, Jordache, Gloria Vanderbilt and Calvin Klein. \$ 45 to \$ 65.

Logo T-shirt. T-shirts with designer logos were originally given away as promotions by fashion companies in the 1970s. But some stores ordered them and found sales brisk even though a typical designer T-shirt cost three times as much as an ordinary one. These days, that could be 15 times as much, depending on whether the logo is Tommy Hilfiger's or Gianni Versace's. \$ 18 to \$ 60.

Logo sweater. Following the Gap's varsity sweater campaign last year, designers Ralph, Tommy and Calvin came out with their own versions. Unlike the letter sweater from school days of old, these thick pullovers speak of allegiance to the brand name, not a college or a lower school. \$ 75 to \$ 150.

Designer belt. In the mid-1970s, Pierre Cardin flooded the market with brown/black reversible belts with his logo "P" on the buckle. The house of Christian Dior soon followed suit. Those belts, which are still sold and worn, began the designer belt craze and were harbingers of the spin-off business that now sees designer labels on items such as pantyhose or gloves. The hot belts for gift-giving this season are from the labels with the most status: Gucci, Dolce & Gabbana, Prada, Versace, Moschino. \$ 60 to \$ 175.

#### **GRAPHIC: PHOTO**

Updated Khaki comes in a variety of fashionable cuts, from hip-hugger to skateboarder baggy. and with trendy details such as patch pockets. \$40 to \$80.

**LOAD-DATE:** December 22, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:03 AM EDT



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*Malls ready for season's biggest shopping day; December sales up five percent The Chattanooga Times  
(Tennessee) December 19, 1998, Saturday*

Copyright 1998 Times Printing Company  
The Chattanooga Times (Tennessee)

**December 19, 1998, Saturday**

**SECTION:** Local; Pg. A1

**LENGTH:** 588 words

**HEADLINE:** Malls ready for season's biggest shopping day;  
December sales up five percent

**BYLINE:** By Lela Moore, The Chattanooga Times

**BODY:**

If the day after Thanksgiving is the Scud missile of retail, the Saturday before Christmas is the stealth bomber.

The annual media-fed hoopla over the day after Thanksgiving has stolen the thunder from the hordes of shoppers who arrive at malls just before Christmas.

But mall officials know the truth.

"The Saturday before Christmas always has been the biggest shopping day of the year," said Hamilton Place general manager Bill Silvis, a 23-year retail veteran.

Crowds at Hamilton Place the past two weekends have averaged 7 percent more than a year ago based upon the number of vehicles entering the mall area.

Based on those numbers, nearly 50,000 vehicles are expected at the mall today. With an average of 2.5 people per vehicle, that translates to 125,000 shoppers.

The recent spate of cold weather has spurred on the crowds.

"The cold weather has certainly helped us," Silvis said. "People were getting nervous that it wasn't going to get cold. But we're close enough (to Christmas) that the weather doesn't count now."

The sinking mercury has increased sales of leather coats, a hot item for Proffitt's this year, said store manager Dan Montgomery.

Other big sellers include men's lines like Tommy Hilfiger, Polo and **Nautica**. Proffitt's shoe department is also having a good season.

"It's a big shoe year," said Montgomery. "I'm not sure why, but this year shoes are flying off the shelves."

Products that aim to heal both mind and body are also very popular, Montgomery said. "Homedics" like foot and back massagers sell well, as do all-natural Origins cosmetics.

"People are really into that," said Montgomery.

Most stores are opening early and closing later to handle the holiday rush.

At Proffitt's, the store will give \$10 to its first 1,000 shoppers. Charge card customers will receive a thank-you bonus. Cosmetic demonstrations will be offered at every counter.

Additionally, says Montgomery, "almost the entire store will be on sale."

J.C. Penney's manager Bill Littlejohn said his store will also open at 7 a.m. Special promotions, such as 15 percent discount coupons good on all store merchandise, including items already on sale, will be a big draw.

"It will be one of the biggest days of the season for us," said Littlejohn. "This is the best holiday season we've had in three years in terms of growth."

University of Tennessee merchandise is a hot seller for J.C. Penney this year, as people stock up for the showdown at the Fiesta Bowl.

A black-and-white television set retailing for \$39.99 is big, as is a men's tool set created specially for J.C. Penney stores.

Silvis said he looks forward to an increase in sales today. The Saturday before Christmas generally reaps more profits than the day after Thanksgiving, even if the crowds are not as large, he said.

"When you go out to the mall the day after Thanksgiving, you see a lot of people standing around, chatting with one another, looking around," said Silvis. "The Saturday before Christmas is when sales increase."

But don't discount the influence of the post-turkey shopping binge. "I've found that the earlier people start, the more they buy," said Silvis.

Of the 200 stores at Hamilton Place, just 67 report sales figures daily. Of those stores, most are reporting a surge in December sales of up to 5 percent. Silvis says those figures are most likely an accurate predictor of overall sales trends this Christmas.

"We're happy," said Silvis. "We're looking for a big push this season."

**LOAD-DATE:** December 23, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*OUT & ABOUT / VENTURA COUNTY; SHOPTALK; ATTENTION GRABBERS FOR GIRLS; TEENS AND YOUNG WOMEN CITE THEIR FASHION PREFERENCES. Los Angeles Times December 26, 1998, Saturday,*

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December 26, 1998, Saturday, Ventura County Edition

**SECTION:** Metro; Part B; Page 7; Zones Desk

**LENGTH:** 495 words

**HEADLINE:** OUT & ABOUT / VENTURA COUNTY;  
SHOPTALK;  
ATTENTION GRABBERS FOR GIRLS;  
TEENS AND YOUNG WOMEN CITE THEIR FASHION PREFERENCES.

**BYLINE:** LEO SMITH, TIMES STAFF WRITER

**BODY:**

Last week we braved the pre-Christmas jungle at Ventura County malls to find out what teen boys and young men are shopping for as 1998 comes to a close.

What we found was a long list of hip-hop clothing (also known as urban street wear) and beach wear, headed by big-name brands such as Fubu, Tommy Hilfiger, **Nautica**, Anchor Blue, Adidas, Quicksilver and Billabong.

Being the equal-opportunity clothes hounds we are, we checked in this week with teen girls and young women.

What apparel has caught their eyes? What are they most likely to pick up over the next few days in exchange for unwanted Christmas gifts?

\*

As far as Ventura teens Jessica Seeley and her friend Denielle Mucciato, both 14, are concerned, the selection of quality and stylish fashion--pants, shirts, shoes, sweatshirts, T-shirts and other accessories--is wide open.

When asked at the Buenaventura Mall to list the best of the bunch, the girls had to pause, catch their breath and confer. "Surfing stuff is big," Denielle said after some thought.

"Yeah, surfing stuff is big," Jessica said. "Oh, there's lots of big brands--Roxy, Quicksilver, Adidas--Adidas is really big. LEI jeans too. The brands are basically all the same price. It just depends what you like."

The girls' parents were not on hand to offer a different view on the cost of clothing, which can range widely

depending on the name on the label.

Elsewhere at the Buenaventura Mall, Tiffany Gunnels, 15, of Ventura sat in her wheelchair with a Miller's Outpost bag--promoting the retail chain's Anchor Blue brand of clothing--hanging from the chair's back. Despite the advertising, Tiffany ranked competitors Adidas and Nike as her top picks in apparel.

"I just like the style, it doesn't really matter what brand they're from," Tiffany said. "I guess I like them because everybody else likes them."

\*

During the holidays everyone becomes an expert shopper. They travel to malls outside their neighborhoods and quickly attain an air of shopping competence.

Such was the aura emanating from Kate Chapek, 19, of Ventura and her four companions as they marched determinedly through the Buenaventura Mall.

"I shop in L.A. We don't shop here, we go to Santa Barbara and Thousand Oaks," Chapek said. "You know what is awesome? The outlet malls. The affordability. You can get Guess and Esprit for much less than you can in Los Angeles and Santa Barbara."

For her money, Chapek said, she would go with brand names Express, Bebe and Lucky Jeans, along with a variety of other designer jeans labels.

Over at Chapek's usual hangout, The Oaks mall, a check with the Thousand Oaks merchants ranked Paris Blue, LEI jeans, Mudd, Guess and Calvin Klein brands at the top of the list among the general young female population.

The Roxy surf-wear brand also headed the list at Macy's. Over at Miller's Outpost, the store brand Anchor Blue is a leader, with Levi's and Union Bay also popular selections.

**LOAD-DATE:** December 26, 1998

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica and date\(geq \(1/1/1998\) and leq \(12/31/1998\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:01 AM EDT



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*NAUTICA'S BEDTIME STORY. WWD December 28, 1998*

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**December 28, 1998**

**SECTION:** Pg. 9; ISSN: 0149-5380

**IAC-ACC-NO:** 53702197

**LENGTH:** 760 words

**HEADLINE:** NAUTICA'S BEDTIME STORY.

**BYLINE:** Monget, Karyn

**BODY:**

NEW YORK -- Although it still is without a women's sportswear collection, **Nautica** is hoping that other product categories will keep the **Nautica** brand alive in women's minds.

In an aggressive product expansion in its women's businesses, **Nautica Enterprises**, a \$1.5 billion apparel conglomerate, will be unveiling its first collection of women's sleepwear and at-homewear in January.

While **Nautica** officials would not give a first-year sales estimate, it is an attempt to capture a highly lucrative piece of business that could well produce wholesale sales in excess of \$100 million the first year, according to industry sources.

And the 60-piece megabrand collection -- which is being produced in-house and features crossover looks from the successful **Nautica** sleepwear and robes for men -- is bound to shake up a market that's been battered by a litany of issues, including consolidation, acquisitions and mergers, and a new breed of designer licenses.

On top of that, a space crunch at stores -- brought on by an appetite for megabrands and sprawling in-store shops to house them -- will likely create high anxiety in 1999 as retailers decide which brands will stay and which will go.

**Nautica** will be joining a group of usual suspects: Calvin Klein Underwear by The Warnaco Group, and four licensees -- Ralph Lauren Intimates by Sara Lee Corp.; Tommy Hilfiger sleepwear, produced by Cypress Apparel, and Donna Karan Intimates and DKNY Intimates, both by Wacoal America. By 2000, there also will be a line of women's underwear and foundations in innerwear departments bearing the Liz Claiborne logo. The Claiborne collection will be produced under license by Jockey International.

David Chu, president and chief executive and designer of **Nautica International**, a division of **Nautica Enterprises**, said: "It was a natural transition for us to go into women's sleepwear and at-homewear. Our men's loungewear has done so well, that retailers asked 'Why don't you do a women's collection?'"

Susan Reid, sales manager of **Nautica's** women's sleepwear, said distribution for the fall launch is aimed at

800 doors of 2,500 major department stores, which have an established **Nautica** men's sleepwear and sportswear business. Twenty-five **Nautica** in-store shops are planned in intimate apparel departments, the majority of which will be about 300 square feet and will feature customized fixturing.

**Nautica** sleepwear and at-homewear will eventually be distributed to **Nautica** signature stores in Europe and Asia, she said.

What sets the **Nautica** women's sleepwear apart from its competitors is its forte in men's wear styling, such as special tailoring treatments for buttons, lapels and collars, as well as a roomier-than-usual fit in contemporary fabrics. With separates styled in an easy sportswear flavor, fabrics include Polarfleece, classic men's shirting, drop-needle cotton jerseys, washable, lightweight wool and nylon knits, and yarn-dyed flannels.

The women's sleepwear is merchandised by Basha Johnston Stone, design director of women's apparel at **Nautica**.

Suggested retail prices are expected to begin around \$ 18 for boxers and tops and go up to \$ 95 for long robes. The average suggested retail tag will be around \$ 30, said Renee Beechler, vice president of women's licensing.

"We really are going after the Calvin Klein type of market," explained Jeff Matthews, president of **Nautica's** men's and women's sleepwear divisions. "There are a lot of new players in this area, but they are more junior oriented. Other than Donna Karan Intimates, there hasn't been this [misses'] fit level for such a broad range of women."

Asked if the innerwear field needs another megabrand, Chu replied, "We're going to give it a shot. A name in itself is not important, but by the end of the day, the product is very important."

What about doing a license for women's underwear and foundations?

"This is our first entry in the innerwear area," replied Chu. "Plans to move forward in other classifications are being considered."

Regarding a new sportswear license, Chu noted, "We're looking to go back into women's sportswear in the next season or two. It's really a matter of how we plan to continue and go forward. Down the road, we plan to go into the women's denim business."

Chu further noted that **Nautica's** year-old swimwear license with Apparel Venture, a California firm, has been "very successful." He acknowledged that the company also is exploring licensing ventures in women's accessories and activewear.

**IAC-CREATE-DATE:** February 3, 1999

**LOAD-DATE:** February 04, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) | [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1998) and leq (12/31/1998)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Wednesday, June 21, 2006 - 10:01 AM EDT



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Because of the warm weather, outerwear was "challenging," Kalenderian said. "It came back at the end, but it was still a problem."

Looking ahead, he's optimistic. "The economy is good, real estate is jumping and there's still enthusiasm among our customers. I think spring will be good."

Kevin Morrissey, executive vice-president and GMM of men's wear for Macy's East, characterized the season as a whole as "good" with several areas of strength including dress shirts, neckwear, small leather goods such as belts and wallets, denim collections, casual bottoms, activewear and knits.

The warm weather, however, impacted sales of cold-weather merchandise such as coats, sleepwear and flannels, Morrissey noted.

Overall, he was pleased. "It was a good December, particularly in the last 10 days." But there was no escaping that it was promotional. "It was a very competitive environment, but we knew it would be and we were prepared to compete in that environment." Looking ahead to 1999, Morrissey said he is being "conservative. The weather can wreak havoc so we don't really know how it's going to affect the first quarter. Knowing how to flow goods will become very important."

Michael Gould, CEO of Bloomingdale's, called the season as a whole "okay." Men's wear was up in the mid-single digits for the month, thanks to a jump in business following Christmas. "Saturday was unusually strong and Sunday was also over plan," he said.

Overall, Bloomingdale's should be "on plan or a tad above," he said, which is "encouraging. Post-Christmas is very strong for us. The 31st has become a big day and there's a lot of business to be done in January."

The challenge now, Gould noted, is to "bring it to the bottom line." Like other retailers in the area, "we were aggressive" with promotions, he said. "The problem with apparel is that it's not a bottle of fine wine -- it doesn't get better with age and people just have to move it out."

Rick Cusick, senior vice-president and GMM of men's for Bon-Ton Stores, said the week before Christmas was "wild. It put us into the mid-single digits for the month. We're pretty pleased with that."

Among the top sellers were better collections from Chaps, Hilfiger and **Nautica**; denim collections including logo tops and fashion bottoms from Tommy Jeans, Polo Jeans and Calvin Klein jeans; young men's; golfwear led by Izod and Greg Norman; colored dress shirts; casual slacks from Haggard black label and Dockers green label; luxury sport coats; and leather outerwear.

Businesses that struggled included heavy outerwear and cold-weather items, and activewear, particularly Nike and Levi's.

Promotions were also rampant in Bon-Ton's trading area. "But we had identified in October that if it wasn't new and compelling, it would have to be value priced," Cusick said.

For '99 Cusick is predicting "more of the same. It will be fiercely competitive and will force everyone to be more focused. The old standards just won't work anymore. You have to position yourself to win."

## SOUTHWEST

DALLAS -- Old Man Winter arrived full force Christmas week, bringing frosty weather and icy conditions to much of the Southwest and helping boost last-minute sales for some stores while dampening them for others.

"The cold weather the last couple days helped us," said Jack Fleischer, president of the men's division of J.C. Penney. "The two strongest areas for the season were basics and accessories and furnishings. We had an exceptionally good season in hosiery led by Gold Toe, Stafford and Dockers brands; loungewear

Source: News & Business > Combined Sources > News, All (English, Full Text) ☐

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**COLD WEATHER PUNCHES IN AND DECKS THE HALLS WITH CUSTOMERS-DRESS SHIRTS, NECKWEAR AND FLEECE WERE ALL HOT WHILE OUTERWEAR WAS NOT.** *Daily News Record December 30, 1998*

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Daily News Record

December 30, 1998

**SECTION:** Pg. 2; ISSN: 1041-1119

**IAC-ACC-NO:** 53708971

**LENGTH:** 2508 words

**HEADLINE:** COLD WEATHER PUNCHES IN AND DECKS THE HALLS WITH CUSTOMERS-DRESS SHIRTS, NECKWEAR AND FLEECE WERE ALL HOT WHILE OUTERWEAR WAS NOT.

**BYLINE:** E. PALMIERI; JULIE VARGO; NANCY BRUMBACK; ANNE DUKES; Michael Marlow, JEAN

#### **BODY:**

A blast of cold weather helped boost last-minute sales for men's wear retailers around the country last week. And although the season as a whole wasn't a record breaker, merchants were generally pleased with the results.

Among the top performers this year were dress shirts and neckwear, fleece, collection sportswear and casual slacks. Heavyweight outerwear and cold-weather items generally suffered from the warm temperatures.

The biggest stumbling block of the season was aggressive promotions, which threaten to cut into profits.

Following are in-depth reports from around the nation.

#### **NORTHEAST**

**NEW YORK --** A last-minute surge helped men's wear retailers in the Northeast cap off a solid holiday season. Although the warm weather hurt sales of outerwear and promotions were rampant, there were several pockets of strength including dress shirts, neckwear and casual sportswear.

Tom Kalenderian, executive vice-president and GMM of men's wear for Barneys New York, said the final week before Christmas was especially strong, capping off a solid December.

"We did it," he said. "It's very fulfilling."

Barneys did well across the board, selling everything from gifts to designer merchandise. Top sellers included luxury clothing; personal furnishings (such as pajamas, underwear and socks), which were ahead 49 percent last week and 7 percent for the season; dress shirts; formal furnishings; neckwear; scarfs; knitwear; rugged casualwear; and luxury shearlings.

business was exceptionally good led by St. John's Bay flannels."

Outerwear and sweaters could have done better; however, some cold-weather specialty garments were hot, such as a heavyweight sweater shirt with fingerless gloves sewn into the garment. Christopher Reeve neckwear, which launched with the holiday season, was also "an instant hit. For the last two weeks it was near the top of neckwear sales," Fleischer said.

Fubu drove the young men's collection business at Penney's. "Young men's tops in knits and wovens also came on strong, led by our Arizona brand," he added.

The cold, icy weather also affected Dallas-based Neiman Marcus. "You don't expect this kind of weather this early -- not that business was particularly great anyway," said Colby McWilliams, vice-president/men's fashion director. "The optimism I had at Thanksgiving shifted to disappointment, though we still had great pockets of strong business. There seems to be some doubt in the customer's mind about spending."

Customers didn't appear to mind opening their wallets for very special merchandise, however. McWilliams cited exotic shoes, unusual evening slippers, cashmere and formalwear as holiday bright spots. "Armani was one of the stars of the clothing business this season," said McWilliams. In sportswear, cashmere and the Marcus Collection were very strong.

The cold-weather businesses never happened this season. "Normally, gloves, scarfs and hats are a big business for us," said McWilliams.

For some specialty stores, while the weather was frightful, retail sales were delightful. "We had the best season ever," said Ken Helfman, owner of Ken's Man's Shop, a Dallas specialty store. "In November we were down 15-18 percent -- the warm weather slammed us. But Dec. 1 got us started and from there it just got better. When we closed Christmas Eve, we were up 25 percent."

Specifically, the sportswear and shoe businesses were huge. "Clothing was okay," said the retailer. "We got slammed in overcoats but sold every black cashmere coat we had the week of Christmas. But overall, we'll end with a 30 percent increase for December, which defies everything."

## MIDWEST

CHICAGO -- Last-minute Christmas shoppers in the Midwest scooped up sweaters and leather outerwear as cold weather finally moved into the region.

"The last week was very good," reported Scott Baskin, co-president of Mark Shale, a men's specialty chain based in Chicago. "We wound up happy with the season and ahead of last year."

"We had our best sweater week of the season and, for cold-weather items, it was the first real good week. We hadn't even been able to measure the glove business before," said Baskin.

"I've got to believe there's still a pent-up demand for cold-weather items, especially in the South, where there's been no cold at all," he added. Mark Shale has stores in Atlanta, Dallas, St. Louis and Kansas City, as well as Chicago.

Cut-and-sewn sport shorts continued their strong performance at Mark Shale, as did clothing. Baskin expressed surprise at tailored clothing's sales in the company's Chicago stores, up against competitor Bigsby & Kruthers' heavily advertised price cuts in three stores it is closing.

The last week was "busy, busy, busy. It was not a panic, but it was definitely a rush," noted Jeff Tillotson, senior buyer for The Foursome, five stores in a single mall in Wayzata, Minn. "Business had been building the further into the month we got."

Sweater sales were good, along with wovens and better flannel shirts. "And for the fourth season in a row,

our solid merino wool mocks did well," he said, along with sport coats and blazers. "Our leather coat business has been very good. We should have had more sueded leathers," he added.

"Polo always does well," Tillotson added. "We got a delivery of Nautica that was fresh and new in earthy tones that just flew out of here. My Gant business was also good."

Sleepwear, from Nautica and Joe Boxer to Diplomat, was a strong category for the stores, he added. "Some of the big stores are walking away from that business."

"Our business was real good for December, and the last week was up," said John Lindley, co-owner of Lindley Clothing Store, a Nebraska retailer with stores in Omaha and Wahoo.

"We sold a bunch of sweaters and a lot of mocks and slacks. We also sold a number of sport coats, and the suit business has been okay," he said. Shoes, led by Johnston & Murphy, was a strong category for the company as well.

Outerwear began to sell in mid-December, but Lindley expects to do more coat business in January on sale. "There'll be some markdowns, but it won't be drastic," he said.

T.J. Moore, sales manager for Campbell's Clothing, Lawrence, Kan., noted sales were "mediocre" most of the Christmas season, only picking up in the final three or four days. Sportswear generally, led by shirts and sweaters, sold well, along with fleece products, he said.

"Our leather coat business has done well. We had three or four models, and sold out of three," Moore said.

After-Christmas traffic has been "about average," he added.

## SOUTHEAST

ATLANTA -- After a slow start due to unseasonably warm weather, Southeastern retailers reported a strong showing the last two weeks of the Christmas selling season.

In Lexington, Ky., men's merchandise manager Richard Dawahare of Dawahare's characterized his store's season as "really, really good."

The store's proximity to the University of Kentucky and that team's participation in the Outback Bowl made a real contribution to sales, he said. "Any of the University of Kentucky merchandise, like sweats, T-shirts and caps, were hot sellers," he said. Up until the bowl bid, sales were mostly flat or just up a little, he said.

The store also did well with Tommy Hilfiger merchandise, especially Tommy Jeans. Outerwear, however, was off. "The weather most likely did have an effect on the shopping attitude," said Dawahare. Fancy sweaters, he said, were never good sellers, but solid sweaters and fine-gauge knit sweaters from Mondo, Raffi and Hugo Boss were popular. On the lower end, sweaters from La Strada and Domanj sold well.

Other than one additional "one-day sale," Dawahare's didn't do special Christmas promotions.

At Rubenstein Brothers in New Orleans, owner David Rubenstein said the last two weeks of the season were good, although sales were off as much as 25 percent during the first two weeks of the month. He also cited the weather as the culprit.

"One thing we did really well with was young men's jeans from Girbaud, Diesel, Guess, Tommy and Polo," he said, adding that there were never any sales promotions on jeans.

Also on the positive side was the fact that the store did not have many returns after Christmas, said Rubenstein. "People bought for themselves, or they bought apparel that they knew would work. They would come in with their wives and pick out what they wanted and then just gift-wrap it. It was kind of an

interesting approach to gift buying this year," he said.

Rubenstein's had a private sale that worked well. "Jackets were definitely the dogs this year. People bought sweaters or sport shirts instead," said Rubenstein.

#### WEST COAST

LOS ANGELES -- Weather was the MVP for holiday retail on the West Coast. As temperatures cooled down, sales heated up and overall store gains were in the mid-to-high single digits for most stores.

"The weather helped considerably," said Michael Steinberg, CEO of Macy's West. "It was a different story than usual."

Ironically, temperatures in much of California finally warmed up on Christmas morning, after the last holiday sales were in the registers.

Other than the weather, there were few consistencies in sales on the West Coast. The classifications business showed strong gains at Macy's, while designer names posted the largest advances at Gottschalks.

Steinberg believes the classifications increases were the result of a deliberate attempt by the store to pump up the area. While not weak in the past, classifications had been outperformed by designer collections, which have developed strong businesses at Macy's during the past few years.

Steinberg said that in an attempt not to neglect designer collections, the store will continue to work to beef up collection sales in 1999 through better in-store presentations.

It was a Claiborne Christmas at Gottschalks. Joe Levy, CEO, said the label was the big holiday hit in men's, helped in part by female customers familiar with the name from the women's department. "Claiborne is on fire," Levy said. "We sold double what we sold last year, and last year wasn't too shabby."

Tommy Hilfiger and Chaps by Ralph Lauren also posted large gains for the store, helped by the rollout of the labels to more stores.

Cold weather boosted sales of outerwear, with jackets by London Fog particularly popular. Sweaters, a category store officials decided last summer to emphasize during the holidays, also performed well because of the weather.

At Pacific Sunwear, the Anaheim-based young men's retailer, holiday sales in the Sunbelt -- particularly Arizona, California and Florida -- outpaced the rest of the country, according to Tim Harmon, president and chief merchandise officer.

But while cold weather got customers in the stores in California, it didn't get them in the mood to shop for cold-weather merchandise. Short-sleeved wovens were among the best sellers in stores around the country.

"People are buying short-sleeved wovens out of season," Harmon said. "It sounds crazy but they're buying it as a fashion item and forgetting the function."

Traditional beach brands were the big winners among holiday shoppers at PacSun, with longtime favorite Quiksilver a standout. Screened apparel was also popular, especially in hooded fleece. Footwear also posted strong gains led by Vans and a new label called Soap.

**IAC-CREATE-DATE:** February 4, 1999

**LOAD-DATE:** February 05, 1999



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

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NAUTICA APPAREL, INC.,

Opposer,

v.

MARTANNA LLC,

Applicant.

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Mark: GET NAUTI

Serial No. 78610037

Filed: April 15, 2005

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The excerpts are identified in the attached summary by date, name of publication, page, and article headline. Copies of the excerpts are attached immediately following the summary.

Dated: December 3, 2008

Respectfully submitted,

By: /Neil B. Friedman  
Stephen L. Baker  
Neil B. Friedman  
BAKER & RANNELLS PA  
575 Route 28, Suite 102  
Raritan, NJ 08869  
(908) 722-5640  
Attorneys for Opposer,  
Nautica Apparel, Inc.

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Howard G. Slavit, Esq.  
Shannon H. Bates, Esq.  
Saul Ewing LLP  
2600 Virginia Avenue, NW  
Suite 1000 – The Watergate  
Washington, D.C. 20037

/Neil B. Friedman/

Neil B. Friedman

NAUTICA APPAREL, INC.

Jan - Mar 1999

Third Party Articles

Date	Publication	Page	Headline
1/7/1999	The New Zealand Herald	Not specified	Yachting: Davies wins second world crown
1/8/1999	Daily News Record	Vol.29,No.3,Pg.14	Nautica takes a second look at eyewear
1/10/1999	Richmond Times Dispatch	Pg. B 1	Pinpointing the man behind the logo
1/11/1999	The New York Times	Sect.C,Pg.18,Col.1	Nautica Enterprises, Inc. reports earnings
1/11/1999	Copley News Service	General features	Function meets Fashion
1/11/1999	Brandweek	Not specified	Top of Mind Y2K
1/22/1999	The Detroit News	Pg. 3 E	Dress for Less
1/30/1999	Akron Beacon Journal	Pg. E 6	Clothes for kiddles
2/1/1999	Capital Cities Media Inc.	Pg. 50	Nautica tacks into the sporting goods channel
2/1/1999	Arkansas Democrat Gazette	Pg. D 1	Fake Hilfiger clothes keep popping up in Wal-Mart
2/6/1999	St. Louis Post-Dispatch	Pg. 43	Wedding day tokens
2/9/1999	Associated Press	State and regional	Man accused of selling counterfeit clothing
2/11/1999	The Atlanta Journal and Constitution	Pg. 03 F	Sporting goods industry facing a problem-too many outlets
2/12/1999	The Detroit News	Pg. 3 E	Catwalk talk: GM fashion week opens
2/15/1999	The Washington Post	Pg. C 01	The Perfect Match
2/15/1999	The New York Times	Sect.B,p.6,col.3	Review/Fashion
2/15/1999	Daily News Record	Pg. 52	Nautica boy gets and overhaul for fall '99
2/15/1999	The Boston Herald	Pg. 038	NY Fashion Week
2/16/1999	Columbus Dispatch	Pg. 1 E	These clothes make the man
2/17/1999	Desert News	Pg. WEB	No 'white shirt and tie' at the NY fashion week
2/17/1999	The Denver Post	Pg. F 04	Utility apron new for men designers full of imagination
2/17/1999	Chicago Sun Times	Pg. 27	Classically trained
2/18/1999	Rocky Mountain News	Pg. 5 S	In Marketplace, they're no longer such a great fit
2/25/1999	Detroit Free Press	Lifestyle	Menswear splits between high-tech utilitarian and cheerful
2/28/1999	Chicago Tribune	Pg. 1	Furnishing a sea change

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2/28/1999	The New York Times	Sect.6,Pg.58,col.2	Show and tell
3/1999	Business and Industry	Vol.36,No.3,p.130	French fragrances acquires Paul Sebastian
3/7/1999	The Baltimore Sun	Home & Family	Style with a conscience
3/8/1999	The Toronto Star	Life	Shoestring shopping guide3/12/1999
3/12/1999	Daily News Record	Pg. 6	GQ still the leader
3/14/1999	The Miami Herald	Pg. 4 K	Nautica launches line of China
3/14/1999	The Kansas City Star	Pg. G 5	Utility vehicle
3/17/1999	Business Wire	Business editors	Nautica Enterprises, Inc. authorizes stock buyback
3/21/1999	Times Picayune	Pg. 5	On the bayou
3/21/1999	The New York Times	Sect.6,Part 2,Pg.72, col. 1	Mr. Cool
3/21/1999	Des Moines Register	Pg. 9 F	Have some fun with sunglasses
3/22/1999	Portland Press Herald	Pg. 1 C	Letter Jackets?
3/22/1999	Daily News Record	Pg. 4,	Denim garage suits shift into overdrive
3/26/1999	Ethnic News Watch	Vol. CII,No. 31, pg. 1	New breed of Jewish students flocking to city colleges
3/28/1999	The Clarion Ledger	Pg. 14 F	Golf Influence plays through strong as ever.
3/29/1999	Daily News Record	Pg. 4	Lenny the larksmith
3/31/1999	Chicago Daily Herald	Pg. 1	Schawk forms alliance with Kraft

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4/1/1999	Town & Country	No.5227,Vol.153,pg.63	The wet set
4/1/1999	Soap & Cosmetics	No.4,Vol.75,	Paul Sebastian, Inc.
4/1/1999	Omaha World Herald	Pg. 40	Children mimic parental style cargoes
4/1/1999	Good Housekeeping	No.4,Vol.228,pg.	Style: Table toppers
4/1/1999	Esquire	No.4,Vol.131,Pg.106	The winds of war
4/2/1999	Times Picayune	Pg. B 1	Easter is a fashion parade
4/5/1999	Fort Worth Star	Pg. 7	Sneaker Savvy
4/5/1999	Adweek	Section: hotline	GM dealers seeking an injunction
4/8/1999	Marketing week	Pg. 9	Digests
4/8/1999	Haymarket Publishing Services Ltd.	96 words	Nautica links up with Unilever for beauty prod.
4/15/1999	Newsday	Pg. B19	Coming Up
4/18/1999	The Baltimore Sun	3M Homefront	Naturally noteworthy
4/19/1999	Home Furnishing Network	Vol.73,No.16,Pg.18	Nautica Apparel
4/19/1999	Home Furnishing Network	Pg. 46	Pfaltzgraff focuses on fine tuning
4/19/1999	Daily News Record	Pg. 18	Heads up at Hampton Industries.
4/21/1999	Richmond Times Dispatch	Pg. M 4	Optional uniform program wearing well at Chalkley
4/30/1999	Daily News Record	Vol.29,No.51,pg.7	Nautica and ATDC part ways
4/30/1999	Daily News Record	Vol.29,no.51,pg.4	No longer strange bedfellows
5/1/1999	SportsStyle	Pg. 23	Active Apparel
5/1/1999	Redbook	No.6, Vol.192,pg.55	The perfect cover-up
5/1/1999	Esquire	No.5,Vol.131, pg.92	The boys of summer
5/1/1999	Esquire	No.5,Vol.	Material Man
5/3/1999	Orange County Business Journal	Vol.22, No.18, pg. 3	Brands come to women's swimwear
5/6/2006	Daily News	Pg. 17	Today in New York
5/10/1999	Daily News Record	Pg. 1	Nautica's new niche
5/10/1999	Cosmetics International	No.520,Vol.23,pg.4	Unilever joins Nautica
5/13/1999	Newsday	Pg. B 14	Outdoor décor
5/13/1999	The New York Times	Sect.F,pg.1,col1	Old-new granny chic
5/24/1999	HFN	Pg. 6 S	Beds you can bet on
5/24/1999	Newsday	Pg. 05	Advertising
5/24/1999	The Post Standard	Pg. 11	The Bon-Ton bottoms out
5/18/1999	San Francisco Chronicle	PG. E 6	"Inis" are in
5/26/1999	Times Picayune	Pg. E 1	Catching a wave

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5/24/1999	Brandweek	471 words	Tie Ins: Yo-Yos
5/24/1999	Daily News Record	Pg. 7	Young men's chains still sizzling in 1 <sup>st</sup> quarter
5/26/1999	Sun Sentential	Pg. 18	Big Apple Style
5/27/1999	Tribune News Service	Lifestyle	Swimwear trends
6/1999	PG. 102	Pg. 102	Barbados heart to heart
6/1/1999	Esquire	No.6,Vol.131,pg. 28	Made with the shades
6/1/1999	Children's Business	No.6,Vol.14,Pg.8	Wellman Offers a taste of the future
6/3/1999	Newsday	Pg. B 27	Style File
6/7/1999	HFN	Pg. 20	Life's a Beach
6/7/1999	Delaney Report	No. 22, Vol.10, Pg. 3	A new approach
6/10/1999	Knoxville News Sentential	Pg. B 1	Shady looks
6/10/1999	Chemical Business Newsbase	Business	Global cosmetic industry
6/14/1999	Footwear News	Pg. 17	The finish line's comp sales slide 5%
6/14/1999	Adweek	362 words	Toth walks away from London Fog
6/16/1999	The Boston Globe	Pg. E 2	Original Zinn
6/17/1999	The Toronto Star	Life	Fashion Calendar
6/17/1999	Marketing Week	PG. 9	Digest
6/20/1999	Times Herald	PG. 1 B	Riverview Plaza to fill empty storefront
6/20/1999	The Philadelphia Inquirer	Pg. G 01	Getting a tan in the tankini
6/20/1999	South Bend Tribune	Pg. F 5	Aloha shirt returns to fashion
6/23/1999	Daily News Record	Pg. 4	Sportswear gives father's day sales a boost
6/25/1999	Orange County Register	Pg. C 02	Mossimo teams up with Italian sunglasses firm
6/25/1999	Daily News Record	Vol.29,No.75,Pg.13	Joe Boxer expands business in Japan
6/27/1999	Pensacola News Journal	Pg. 15 H	Spend a few hours shopping downtown
6/29/1999	Lexington Herald Leader	Business and Financial News	Study looks at trends among retailers

NAUTICA APPAREL, INC.

Jul - Sept 1999

Third Party Articles

Date	Publication	Page	Headline
7/1/1999	Soap & Cosmetics	No. 7, Vol. 75, Pg. 59	Unilever; brief article
7/1/1999	Happi-Household & Personal Products Ind.	Vol. 36, No. 7, Pg. 146	French Fragrances, Inc.
7/1/1999	Children's Business	No.7, Vol.14,Pg.120	Fashion Forecast
7/3/1999	The News Press	Pg. 1 J	Stein Mart offers pocket size replicas of hit fragrances
7/3/1999	Morning Call	B 9	Counterfeit brand clothes ordered given to charity
7/4/1999	Chicago Tribune	Pg. 3	Granny chic gets interiors comfortable
7/5/1999	The Daily News of Los Angeles	Section: News	Sports promoter helps athletes help charities
7/7/1999	Business Wire	Business Editors	Saks Incorporated announces plans
7/8/1999	Women's Wear Daily	Pg. 6 S	Scene
7/12/1999	Newsday	Pg. B 06	An icon of style
7/14/1999	Daily News Record	Pg. 2	Oxford Industries net off slightly in fourth quarter
7/15/1999	The Atlanta Journal and Constitution	Pg. 1 C	Daily Briefing
7/25/1999	Chicago Tribune	Pg. 22	It's your call for fall
7/26/1999	Forbes	Sect: Management	Kelly Barron
7/26/1999	Daily News Record	Vol.29,No.87,Pg.28	Nautica signs license for girls wear
7/28/1999	Journal Star	E Commerce	Internet User's confidence grows for online purchases
8/1/1999	House Beautiful	No.8,Vol.141,Pg.96	Taste of Summer
8/1/1999	Children's Business	No.8,Vol.14,pg.S6	411
8/1/1999	Children's Business	No.8,Vol.14,pg.19	Ocean Pacific
8/2/1999	Advertising Age	Pg. 14	Conde Nast, Hachette Court the auto affluent
8/3/1999	Newsday	Pg. B 02	Yo-Yos bounce back
8/3/1999	The New York Times	Sect.B,Pg.8,col.1	Review/Fashion
8/5/1999	Plain Dealer	Style; Pg. 1 F	Back to school coolness
8/5/1999	Newsday	Pg. B 26	Style File
8/12/1999	Daily News	PG. 37	Federated profits up 28%
8/12/1999	Business Wire	Business/Entertainment	Athletes and celebrities team up at the 13 <sup>th</sup> annual Nautica Malibu Triathlon
8/18/1999	Chicago Sun Times	Pg. 30	In the pocket; from tops to bottoms

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Third Party Articles

Date	Publication	Page	Headline
8/23/1999	Daily News Record	Pg. 62	Hot new jeans will be down and dirty at magic
8/28/1999	The New York Post	Pg. 022	Getting your kids in gear
8/30/1999	The Los Angeles Times	Part E, Pg. 2	KCET has a vision for award
9/1/1999	Good Housekeeping	No. 3, Vol. 229; pg. BH6	Furniture: Best Beds
9/1/1999	Children's Business	No. 9, Vol. 14, Pg. 11	Nautica girls join Hampton family
9/2/1999	Orlando Sentinel	Pg. 11	Festival Focus is family fun
9/12/1999	The New York Times	Sect. 6, Part 2, Pg. 102	Going to extremes
9/16/1999	Los Angeles Times	Part F, Pg. 5	Best Beds
9/16/1999	The Capital	Pg. D 6	Stars final event
9/16/1999	Business Wire	Not specified	CyberShop.com announces exclusive online distribution
9/18/1999	Chicago Daily Herald	Pg. 1	Second generation Mercury Villager now showing
9/20/1999	St. Petersburg Times	Pg. 3 D	Trend spotting
9/21/1999	USA Today	Money; Pg. 5 B	Image maker wins with fashion ads
9/21/1999	Business Wire	Business Editors	1999 Nautica Malibu Triathlon raises \$70K
9/28/1999	PR Newswire	Financial News	Nautica Jeans Company launches online scavenger hunt

NAUTICA APPAREL, INC.  
Third Party Articles

~~Oct~~ - Dec 1999  
~~Oct~~

Date	Publication	Page	Headline
10/1/1999	Daily News Record	Pg. 14,	Nautica's bubbly over basketball
10/3/1999	The New York Times	Sect.3;p.7;col.1	Five Questions for Mark Millman
10/8/1999	The Detroit News	Weekend;	'Art & Soul' mixes music, art, fashion
10/9/1999	The Denver Post	Business; pg. C-02	Briefing
10/11/1999	The Washington Post	Financial; Pg. F03	Monday Morning
10/13/1999	Yachting and Boating World	Not specified	RYA: RYA :National Match Racing Championships
10/22/1999	Los Angeles Times	Part E. pg 2	News, trends, gossip and things to do
10/25/1999	USA Today	Money; pg. 3B	Retailers on the Internet face high-stakes holiday season
10/26/1999	St. Louis Post-Dispatch	Metro; pg. B2	Union Station plans outlet stores to attract area residents
10/29/1999	Daily News Record	Pg. 2	Holcroft out as president of Chaps
11/1/1999	HFN	Pg. 44	New Nautica items
11/1/1999	Direct Marketing	No. 7; vol. 62; pg. 6	Reader's digest reorganizes
11/3/1999	Business Wire	Not specified	Nautica presents the Starlight Children's Foundation NY-NJ
11/5/1999	Retail Week	Pg. 1	Nautica to open first standalones.
11/5/1999	Campaign	Not specified	Optimedia secures Nautica menswear pan-european tasks
11/8/1999	Business Wire	Not specified	Gifts.com E-commerce engine built by Nexgenix, Inc.
11/10/1999	The Philadelphia Inquirer	City & Region, pg. B02	8 Charged in multimillion dollar counterfeit clothing ring
11/11/1999	SGB UK	Pg. 8	Nautica aims to raise UK profile
11/12/1999	The Kansas City Star	Business; pg. C2	Shoe store to reopen at Great Mall
11/14/1999	The Commercial Appeal	Business C1	Battle of bulging warehouses begins
11/15/1999	Canada Newswire	Domestic News	The Bay and Nautica fleece up for Children's aid society
11/17/1999	Daily News Record	Pg. 25	Please don't squeeze the chairman
11/18/1999	Mexico Business Monthly	Not specified	Franchises boost prices of street front locations



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Jul – Dec 1999

Date	Publication	Page	Headline
11/24/1999	Christian Science Monitor	Features; homefront; pg. 18	Body by Madison Avenue
11/26/1999	CNN	Business	Mall Developer Discusses Retailers' efforts
11/27/1999	Times Herald	Local; pg. 1B	Retailers expect good season
11/28/1999	The New York Post	All ed; pg. O54	It's Gnuwine perfume
11/28/1999	Denver Rocky Mountain News	Home Front; pg. 12F	Gifts that pamper
11/30/1999	A. Magazine	Pg. 42	Neo-Asian Luxe
12/1/1999	Daily News Record	Pg. 6	Shoppers feast at retail stores
12/1999	Consumer Reports	Vol. N64; No. 12; pg. 8	Marketplace. A dumb fashion trend
12/3/1999	CNNFN	Business	Celebrity Charity
12/6/1999	The Saigon Times Daily	Not specified	Vietnam: VTEC to set up one more garment workshop
12/8/1999	Women's Wear Daily (WWD)	Pg. 20;	Divine Design draws 6,000 for AIDS
12/8/1999	Daily News Record	Pg. 1	Varvatos rises for fall
12/9/1999	The Boston herald	Arts & Life; pg. 067	Sense of Style
12/10/1999	Daily News Record	Pg. 11;	Fashion to the rescue
12/14/1999	The Vancouver Sun	Style; C3	Christmas Potpourri
12/16/1999	The Times	Living; Pg. 2D	Your Style
12/17/1999	The Atlanta Journal and Constitution	Business; pg. 7D	Texas is experiencing big increase in shoppers
12/23/1999	WWD	Pg. 1	A Perry Ellis Revival
12/23/1999	WWD	Pg. 14	Eric Silverman leaves D&G
12/23/1999	The Oregonian	Pg. C01	Nike teams up with high-end eyeglass dealer
12/29/1999	Daily News Record	Pg. 3	Retailers relish results of stellar holiday season
12/29/1999	The Boston herald	Arts & Life; pg. 048	Winners and Losers

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*Yachting: Davies wins second world crown The New Zealand Herald January 7, 1999 Thursday*

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The New Zealand Herald

**January 7, 1999 Thursday**

**SECTION:** SPORT; Watersports; Yachting

**LENGTH:** 296 words

**HEADLINE:** Yachting: Davies wins second world crown

**BYLINE:** By Suzanne McFadden

**BODY:**

Not even 19, and New Zealander Matt Davies is a double world yachting champion.

Davies yesterday paired up with his old schoolmate Kevin Borrows to win the 420-class title at the world youth sailing championships in Simons Town, South Africa.

Davies, who turns 19 when he arrives back home in Auckland tomorrow, is already the world Laser II champion - a title he won in 1997 with Nathan Handley.

His new crewman, 18-year-old Borrows, has also come through the right channels.

Like many of New Zealand's world sailing champions, Borrows is a former national P-class winner.

It is the first time New Zealand has won the double-handed class at the world youth championships since America's Cup skipper Chris Dickson's hat-trick between 1978 and 1980.

Davies and Borrows, former students at Westlake Boys' High School, were tied for first with an Israeli crew going into the final day of sailing yesterday. But blustery winds gusting to 28 knots meant the last race was abandoned, and the title was decided by countback.

The New Zealanders got the nod - they had three first places in the 10-race regatta, to Israel's two.


World Laser Radial youth champion Alastair Gair was the next-best Kiwi in South Africa, finishing fourth in the single-handed Laser class.

The strong winds did not come soon enough for the Wellington boardsailers, Stacy Cree and Karl Mygind. Cree had a third in the final race to finish eighth, while Mygind a fourth and a fifth to end his regatta in 11th place.

Aucklander Michelle Vinsen was eighth overall in the Laser Radial girls.

Yachting New Zealand high performance manager Peter Lester said he was pleased with New Zealand's fifth place in the **Nautica** Cup teams event considering the Kiwis were not represented in two classes.

**LOAD-DATE:** December 18, 2002

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*Nautica Takes a Second Look at Eyewear DNR January 8, 1999*

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Business and Industry  
DNR

**January 8, 1999**

**SECTION:** Vol. 29, No. 3; Pg. 14; ISSN: 1092-5511

**RDS-ACC-NO:** 1791122

**LENGTH:** 504 words

**HEADLINE:** Nautica Takes a Second Look at Eyewear

**BYLINE:** MELONEE MCKINNEY

**HIGHLIGHT:**

**Nautica** inks licensing pact with Marchon Eyewear, which will make and distribute the **Nautica** line

**BODY:**

With a new year comes all sorts of new things. For **Nautica**, the new year brings a new eyewear licensing agreement with Marchon Eyewear, who will manufacture and distribute the **Nautica** specs. Beginning with the first collection of 1999, the Marchon lines will feature both ophthalmic glasses and sunglasses that both combine function with fashion. David Chu, **Nautica** CEO, founder and designer, said he wanted this collection to have a classic look that features technology and innovative materials.

"We wanted to incorporate wrap ideas with classic aviator shapes and design specific glasses for, say, a sailor who needs a lightweight, yet high-tech polarized, lens," Chu said.

He added that he was initially impressed with Marchon's global sourcing and manufacturing capabilities. "Working with Marchon gives us multiple options that made it possible for us to bring quality and value to the **Nautica** customer."

photos omitted

Al Berg, president of Marchon, said the appeal of the **Nautica** name was exactly what he needed to compete with the other two of what he calls the "big three" companies: Ralph, Tommy and **Nautica**. "**Nautica** is one of the predominant male brands," Berg said. "We also liked the mid-to upper-mid price point. It is perfect for the optical world." He said he expected the **Nautica** collections to bring in \$25 million to \$30 million in the first year.

The new line of **Nautica** Eyewear will replace the past partnership with Xyloware, which ended in 1998. Ophthalmic frames will be available at eyewear and specialty retailers sunglasses will be available at Sunglass Hut as well as other eyewear retailers. Both ophthalmic frames and sunglasses will retail in the neighborhood of \$140 to \$170.

Krakoff said in Coach's current product expansion, neckwear and scarfs were always considered to be logical brand extensions. "Neckwear is something that consumers relate to a company like Coach," he said. "Both ties and scarfs are a good fit to the Coach name."

He said Coach had been looking for more than a year for the right licensing partner and that he felt Echo was a perfect match. "With all of our licensees, we always look for the best possible partner that has the same values and modern, classic attitude. We feel Echo is far and away the best."

Roberts said he felt the Coach brand was a nice addition to the Echo family of names. "The Coach neckwear is classically oriented with an edge that has a high level of quality, so with this line we will be able to offer another sophisticated, high-quality product, which is what Echo is known for."

Both the neckwear and scarfs will be available at Coach retail and select department stores beginning in July and will retail at \$45-\$47.50 and \$75. Cashmere scarfs will be available exclusively at Coach retail locations by mid-October. Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. 460

**TYPE:** Journal; Fulltext

**JOURNAL-CODE:** DNR

**LOAD-DATE:** January 12, 2005

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*PINPOINTING THE MAN BEHIND THE LOGO Richmond Times Dispatch (Virginia) January 10, 1999, Sunday,*

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Richmond Times Dispatch (Virginia)

**January 10, 1999, Sunday, CITY EDITION**

**SECTION:** AREA/STATE, Pg. B-1

**LENGTH:** 895 words

**HEADLINE:** PINPOINTING THE MAN BEHIND THE LOGO

**BYLINE:** Mark Holmberg

**BODY:**

Clothes shopping has become ridiculous. You find a nice shirt, sweater or jacket, and it's got this big fat logo on it: "Ralph Lauren," "**Nautica**," "Tommy Hilfiger" or some other goofy name that's not your own.

You may as well buy a bowling shirt with "Earl" written on it.

I'll bet plenty of foreign visitors are wondering: "Why do so many people here name their children Tommy Hilfiger?"

If aliens from outer space landed, they would likely assume the Nike "swoosh" is the official insignia of Planet Earth, like the Federation logo on the uniforms worn in "Star Trek."

And have you noticed how the logos seem to keep growing? It was one thing to have the Levi's "V" stitched into the rear pockets of your blue jeans, but now you can see "Fila" and "Tommy Hilfiger" coming from two blocks away.

Excuse me for being an idiot, but why should we pay top dollar for a piece of clothing that serves as an advertisement for the company that just took our cold hard cash?

It seems to me that they should pay us to become walking billboards. At the very least, they should be giving us the clothing and then calling to make sure it doesn't chafe.

Parents: Why not write off all your children's heavily logoed clothing as advertising when you do your taxes this year? I don't think the tax code specifies that your advertising has to benefit you.

One of my resolutions for 1999 is to address people by the logos they're wearing: "Hey, **Nautica**, maybe you should get a belt for those pants."

OK, kids, you're right. Here's another foggy who has forgot how paralyzing it can be to go to school or to the mall without the proper uniform. Of course your towering sense of style is more easily recognized when the evidence is in foot-high letters on your back.

But what's the big deal about Tommy Hilfiger, whose name is now on everything from perfume to underwear?

He's not a sports star or a rapper or an actor. He's a rather slender 46-year-old clothing designer who got

his start peddling bell-bottom jeans and clothes that made guys look like girls. Then he designed pricey yuppie clothes, a la **Nautica**.

Then rappers such as Snoop Doggy Dogg took to wearing Hilfiger's regattabright colors (talk about clashing cultures) and the next thing you know you've got a half-billion-dollar cultural phenom slated to sponsor the upcoming Rolling Stones' concert tour. (Clear evidence the Tommy craze is over the hill.)

I've often wondered if any of the people who wear the Hilfiger name even know what he looks like.

To find out, I took to the streets and malls, armed with a poster of 16 semifamiliar faces to see how many people could pick this cultural giant out of a photo lineup.

Everybody who participated instantly recognized the name, but many didn't even know whether Tommy was black or white, young or old.

"That's him," said 15-year-old Bryan Williams, who wore a Tommy knit cap while standing outside the Lucky Coin Laundry on Mechanicsville Turnpike. He pointed to the picture of "Kato" Kaelin, O.J. Simpson's sidekick.

Of the 110 people - mostly teen-agers - who took the photo test Wednesday, 13 selected Samuel Bowers, former Ku Klux Klan grand wizard and convicted killer. He finished fourth in the voting because many envision Hilfiger as an older gent with a crinkly smile.

Jeffrey Dahmer, whose quiet courtroom countenance drew 17 votes, finished third.

Jennifer Brown, 17, certain the designer is black, pointed to the sharp-dressed North Carolina basketball star, Antawn Jamison, who scored three votes.

More than 20 people took the test before Cassandra Jlggetts picked the right picture. "I saw him on TV," she said.

Hilfiger was running way behind in the voting until the crowd at Virginia Center Commons came to his rescue. When the day ended, 23 participants had either guessed the real Tommy or had seen him on shows such as "Good Morning America."

That meant Tommy Hilfiger squeaked into first place as himself.

Bryan Wynne, strolling with his friends, said he'd seen Hilfiger in person during an autograph session at Tyson's Corner Mall in Northern Virginia.

Several teens, black and white, said Hilfiger had made racist statements about the role of blacks in his wealth. The rumored statements, apparently unfounded, are so pervasive that there are several Internet sites devoted to the subject.

"I got a drawerful of Tommy stuff," said one 18-year-old at Virginia Center Commons who claimed to have heard Hilfiger use a racial epithet on cable television. "I'm not wearing 'em any more."

Over at Fairfield Commons Mall, 14-year-old Lance Adams carefully eyed the photo lineup as hair stylist James Seabron at Lee Hair Styles shaped the young man's low-fade haircut.

"No. 9," Lance said over the sleepy buzz of the clippers. Another point for Dahmer.

Seabron also took his time.

"No. 4," he said, selecting the second-most popular Hilfiger. That's right, Tommy baby, 18 people pointed to the picture of me, even though I stood right there in front of them, thinly disguised in my logoed cap.

Patricia Coles rolled her eyes when her two sons and nephew pointed to Dahmer, radio star Garrison Keillor and me after scanning the pictures at Fairfield Commons.

"You wear his clothes," she scoffed at the retreating teens, "and you don't know who he is or what he represents?"

**GRAPHIC:** PHOTO

**LOAD-DATE:** January 12, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

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*Nautica Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 28 The New York Times January 11, 1999, Monday, Late Edition - Final*

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January 11, 1999, Monday, Late Edition - Final

**SECTION:** Section C; Page 18; Column 1; Business/Financial Desk

**LENGTH:** 42 words

**HEADLINE:** Nautica Enterprises Inc.(NAUT,NNM) reports earnings for 3d qtr to Nov 28

**BODY:**

**\*\* COMPANY REPORTS \*\***

**Nautica Enterprises Inc.(NAUT,NNM)**

3d qtr to Nov 28	1998	1997
Sales	157,047,000	145,714,000
Net inc	20,062,000	20,012,000
Share earns	.51	.48
Shares outst	39,362,000	41,767,000

**LOAD-DATE:** January 11, 1999

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*IN FASHION Function meets fashion: snow wear trends Copley News Service January 11, 1999, Monday*

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January 11, 1999, Monday 01:54 Eastern Time

**SECTION:** Standing, general features

**LENGTH:** 1534 words

**HEADLINE:** IN FASHION

Function meets fashion:  
snow wear trends

**BYLINE:** Sharon Mosley

**BODY:**

Stylish skiers and snowboarders this winter are swooshing down the slopes in apparel that's as fashionable as it is functional. Outdoor enthusiasts know it may be cool to wear the latest fashions on the ski slopes, but they also know that the gear they wear has to keep them warm and dry. Subfreezing windchills can freeze out a fashion show fast.

As more and more fashion labels, like **Nautica** and DKNY, make active outerwear a hot trend in the ready-to-wear market, manufacturers and designers of winter clothing are offering performance-oriented designs that have evolved into fashionable technical clothing that appeals to the most avid fans of snow sports.

This season, the performance starts with bright colors.

"Colors are reflecting the fun of skiing again," says Klaus Obermeyer, founder of the 51-year-old Aspen, Colo.-based skiwear company, Obermeyer. "A well-designed technical piece can look good off the slopes, too."

Violet, lipstick, marigold and cayenne are just a few of the newest hues in Sport Obermeyer's latest collection. Another manufacturer, Marmot, features apple green, tangerine and electric blue this year in its collection of skiwear.

Fresh colors are brightening up the outdoor apparel at Schoffel, where the palette includes Cheddar cheese, plum perfect and the new blue "like turquoise on steroids," says Ronnie McClung, sales director for Schoffel. At Gerry, the brights include true blue, lemon yellow, bright red and Kelly green. New shades at The North Face include fern, tumbleweed, Aztec blue and ice.

But being colorful on the slopes isn't the only way you can update your snow apparel. Active outerwear designers continue to develop more and more authentic pieces that give athletes functional technology.

"People want to know: Is it hype or does it work," says Basie Wightman, a trend spotter for Reebok, and a former apparel designer for Burton Snowboards.

It's the functional details that work this season: underarm pit-zips and/or back and front zippers for ventilation, hand-warmer pockets, flat-seamed or seamless underwear and T-necks as well as ergonomic hoods.

Trends for this year also include lighter-weight shells to accommodate more active skiers and snowboarders who demand more from their apparel. These new lightweight separates also allow for differences in geographical regions. A California skier, for example, may need a shell he or she can layer under, while a Northeast skier may be happier in a jacket with more insulation.

The North Face has the middle triple jacket, a lightweight shell with three-ply Gore-Tex that weighs less than a 1 1/2 pounds; Sierra Design's G2 is another lighter-weight parka loaded with technical features like a powder skirt, ventilation system, roll-up hood and even a water bottle pocket.

As the trend toward performance-oriented clothing continues, more designers and manufacturers are developing alternative waterproof-breathable fabrics for outerwear.

Marmot's Denali II jacket uses an exclusive waterproof-breathable film that works like a thermostat. According to Marmot, the fabric becomes more porous and, therefore, more breathable as body heat rises; as the body cools, it returns to its original form. More and more outerwear companies are coming up with their own special waterproof fabrics.

And don't be surprised if you see some big, puffy parkas out there this winter. Many jackets are made of super-lightweight down which, although bulky looking, are very comfortable and very warm.

Because the same pieces worn for a mountain climbing expedition work just as well for skiing, hiking or walking down a cold city street, active outdoor clothing can give consumers more bang for their buck. One of the most popular layering pieces for an outdoor wardrobe is the fleece top.

According to a survey by SnowSports Industries America, winter sales of fleece were up 32 percent in 1998.

Even snowboarders are seeking functionality over fashion statements these days.

"You'll still see kids in running pants and oversize sweat shirts having a blast in the snow, but teen-agers are getting smarter in their purchase decisions," says Larry Hart, marketing director for Wave Rave.

"Kids don't want baggy, sloppy clothing anymore. They want to be comfortable all day long for the conditions they'll be in," says Andy Wightman, production manager for Sessions.

But, naturally, kids perpetuate the fashion trends, on or off the slopes.

"If you watch MTV for a half-hour, you're going to see a North Face down jacket, some Dolomite technical hiking boots and Smith ski goggles," says Mike Jaquet, associate publisher of FREEZE, a new ski magazine geared toward the 13- to 24-age group.

"Places like New York and Boston are cold and the technically sound apparel is warmer than those lame nylon sports jackets," adds Jaquet. "Functionality, even if it is something to hang out on the street corner with, is definitely in demand."

As consumers of all ages cross over to other winter sports, mainly skiing and snowboarding, and to a lesser degree, the newest craze, skiboarding, more and more outerwear companies are providing multipurpose clothing that's versatile enough to be worn for many occasions.

"Skiing is becoming a companion to snowboarding," says Wightman. "There's a new generation of skiers out there, young and not bound to tradition."

Some snowboard apparel lends itself to street wear.

"I'm seeing a lot of cross over to street wear," says Janet Freeman, owner/designer of Betty Rides, a collection of women's snowboard apparel.

"Even the girls in the malls are wearing it."

The newest Betty Rides' line includes such pieces as the insulated Angel overall, a denim-styled Insulated Judy jacket in colors ranging from amethyst and "girl green" to denim and black. In addition to T-shirts and sweaters and matching beanies, there's the polar fleece group with two Long Jane tops and a Long Jane skinny pant made of Polartec fleece.

And whether you're skiing, snowboarding or just having fun outside on a chilly day, it's important to wear a hat. Remember: Up to 25 percent of a body's heat can be lost through an unprotected head! Hats this year are simpler, often with no trim. And don't even think about putting on your pompoms.

"The crown has been coming down for some time and it's kind of settling close to the head," says Maureen Mustapha, owner of The Mews.

The hat company owner says knits, lined with fleece, are coming back strong, as well as Berber hats. And if standing out on the slopes is more your style, a Screamer hat in a rooster, Dalmatian or cow may be something to crow about.

Gloves and mittens are also getting the high-tech treatment with new waterproof treatments combined with lightweight insulation. Scott's new Whitecloud glove features Primaloft, a downlike insulation that is water resistant, and a soft Pittard's leather palm.

Bright colors are also warming up socks for the slopes.

"Bright colors are doing incredibly well," says Jay Kroll, marketing services manager for Wigwam Mills.

One of the biggest trends in ski socks, he says, is Merino wool. "It's a higher-ticket item, but people buy it because they know it works," he adds.

And you can leave those cotton long johns at home, too. There are many more technical-base layering pieces available today in innovative moisture-wicking synthetics. If you prefer natural fibers, SmartWool has a new line of long underwear in Merino wool called Next to Skin Wear guaranteed not to itch or shrink.

Pants are also a critical part of snow apparel.

"Pants can be your best friend and your most valuable piece of equipment," says Lee Turlington, senior vice president of Fila Apparel. "Make sure your pants work great!"

Turlington's favorite pair is a ventable two-way side-zip pant that provides easy on-and-off function.

Susie Winyinger, director of design at Nils Skiwear, the California-based designer credited with popularizing the figure-hugging stretch bottom suit, sees a move away from in-the-boot toward over-the-boot stretch pants. "We can't make them fast enough," she says.

And don't forget your goggles or sunglasses. They've both come a long way in the past few years. Now, sunglasses are adopting more goggle features. Consumers can find hipper styles with softer, more moldable frames that fit more snugly and are scratch resistant, sport shatterproof lenses with ultraviolet ray protection and better fogging prevention.

"If you take skiing and snowboarding seriously, you're wearing goggles," says Michael Twist, vice president of Uvex. "It's not unlike the increase in the use of helmets that we're seeing in the industry. People are

wearing goggles for both safety and performance reasons. Goggles are the trend right now; they're cool and they say you're a serious athlete."

Now you can get serious about hitting the slopes in fashion that functions. It's not a good time to chill out!

Sharon Mosley is a former fashion editor of the Arkansas Gazette in Little Rock and executive director of the Fashion Editors and Reporters Association.

**LOAD-DATE:** January 12, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*Top of Mind Y2K: The Bug in the Consumer Mindset BRANDWEEK formerly Adweek Marketing Week  
JANUARY 11, 1999*

Copyright 1999 A/S/M Communications, Inc.  
BRANDWEEK formerly Adweek Marketing Week

**JANUARY 11, 1999**

**LENGTH:** 1486 words

**HEADLINE:** Top of Mind Y2K: The Bug in the Consumer Mindset

**BYLINE:** Jonathan Bond

**BODY:**

Unless you've spent recent months on a mountaintop in Tibet, you've heard about the Y2K computer bug. In 1999, the stream of news about Y2K is likely to become a flood with concern about technical problems ranging from electrical blackouts to bank failures to grounded airplanes. But Y2K has implications beyond your equipment. What about your customers?

Hidden in the shadows of the Y2K computer bug is a much larger problem: a consumer bug that could strike before the computer bug ever does, and could operate independently from it. Y2K, as we think of it now, causes problems when computer systems fail. But our research, conducted in conjunction with Bruskin/ Goldring Research, has revealed an even larger threat: fear of Y2K-related problems will effect something more powerful than the reality of the problem--the perception of the problem. For example, every bank around the world could be 100% compliant a few months from now. However, if customers believe there will be problems, they may act preemptively, draw out significant amounts of money en masse and potentially cause an international monetary crisis.

The issue of compliance perceptions is particularly pertinent now as the public becomes more and more concerned. 70% of American adults are now aware of the problem, and the vast majority of them expect real disruptions in their life. In our research, we simulated a build-up of bad news about Y2K, and found that concrete reports of Y2K-related problems would cause consumer fears to grow exponentially.

Furthermore, we discovered that these Y2K-related fears will affect purchasing decisions, possibly on a large scale. In fact, our respondents expected problems from the computer bug in every industry from travel to home electronics to financial services. Three-fourths of survey respondents would buy goods or services from another company if they believed their company was not Y2K compliant, and 84% would become worried about a company they use if any company in the same category announced problems. All in all, Y2K anxieties seem likely to have a major impact on what your consumers choose to buy: 59% were even willing to pay a premium for Y2K problem-free goods and services.

These insights add up to one simple conclusion: whether you like it or not, you need to make a clear choice about how to handle the Y2K consumer bug. A defensive posture requires technical Y2K compliance and communications that work to reassure key audiences. This stance can help you retain your customer base and assuage the fears of other audiences, such as shareholders, press, etc. An offensive posture calls for the development of a strategic, integrated communications program. This approach goes beyond assurances, leveraging your technical compliance and communications to immunize yourself against the Y2K consumer bug. The desired result: minimize fears of your key audiences, improve your competitive position and grow your customer base.

Whether you play offense or defense depends on your current and expected Y2K compliance, your industry and your competitive position. If you are in the business of growing oranges, for example, you could be fine simply by proactively reassuring your direct customers that you are fully ready to deliver product on schedule. However, if you are a utility, financial services company, computer or car manufacturer ahead of the compliance curve and in a strong competitive position, you might want to consider playing offense. Turn Y2K from a competitive threat into a competitive advantage. As our research shows, aggressively leveraging your readiness and leadership could help you not only retain current customers, but may actually draw new ones to you.

Over the next 12 months, let the software designers and computer programmers debug the world's computer systems. As marketers, your job is much harder--to debug the most complex computer in the world: the human mind.

Jonathan Bond is co-chairman of Kirshenbaum Bond & Partners, New York, and author of *Under The Radar: Talking To Today's Cynical Consumer*.

From our readers . . . Ethnic markets evolving to defy traditional marketing approaches

With the new millennium fast approaching, a realization is again taking hold of advertisers and the ad industry alike, that ethnic consumers remain a largely untapped demographic target. Of course, the census figures have been projecting for quite some time that ethnic peoples are outpacing any other group in terms of growth, but this factor has not translated into a determined effort industry-wide, save for a few loners, to aggressively pinpoint this market, until now. In fact, there has been a prevalent feeling that ethnic people should only be marketed to in the same manner as any other; a fallacy which has led to the inability of many a brand to achieve any significant impact.

Differences in cultural backgrounds and upbringing give ethnic people a unique variety of subsets of motivational influences which have to be fully recognized, understood and accounted for in any advertising or marketing campaign. It has been, primarily, the lack of understanding of these influences reflected in general market campaigns which has promoted the feeling among ethnic consumers that maybe advertisers do not care to understand them; a feeling which has distinct repercussions at retail.

It would seem that in addition to overlooking the viability of this market, we have also forgotten that these consumers are rapidly evolving in their knowledge of traditional advertising and marketing techniques. For example, celebrity endorsement, traditionally a powerful form of marketing, has lost much of its effectiveness because consumers understand that the celebrity has no vested connection to the product other than a substantial amount of money. Similarly, cross-promotions, tie-ins, niche marketing and other aspects of our business are all very well understood by these individuals, particularly the 16-25 age group. From an ethnic perspective, these "Hip-Hop Generation" consumers have repeatedly shown zero tolerance for half-hearted attempts to solicit their loyalty.

Well aware of the power of their discretionary dollars and otherwise, these consumers have actively helped shape the success of brands that have invested the time and effort necessary to produce relevant material; Sprite, Tommy Hilfiger and **Nautica** being perfect examples.

Let us remember, however, that these examples do not begin to encompass the full spectrum of ethnic consumers. As the three most emerging ethnic groups, African Americans, Hispanic and Asian peoples share certain commonalities but also retain distinct differences. Many of these support the "new" trend being adopted by many agencies of integrated marketing; an approach which has as its foundation the fact that an effort to utilize a variety of marketing tools is more effective than the customary 30- or 60-second commercial. Ethnic peoples have demonstrated that campaigns which connect the soul of a product to them in ways which are culturally relevant translate into better retail performance.

Whether we like to admit it or not, we have reached that plateau where our efforts will be for naught unless we strive to address these differences in meaningful and effective ways.

As individuals who seek to provide creative solutions for our clients to achieve success, we cannot continue to allow ourselves to ignore the writing on the wall. A growing and economically powerful segment of the consumer population is speaking to us about the quality of and ideas behind our work. If we are to move forward as a viable and necessary industry, we must make a committed effort to heeding this message.

Ru-El Burford

CEO/executive creative director, The Quantum Group Advertising Agency, Queens, N.Y.

Red-flagged?

Next time you have Philip Van Munching write a ["Devil's Adman"] column criticizing the marketing efforts of a beer company (Brandweek, Nov. 30, 1997), you might include a disclosure of Mr. Van Munching's family's affiliation with Heineken. They're the American Importers.

Who's the editor who parceled out that assignment? Might it be time for a refresher course in journalistic ethics?

Peter Barnard, Los Angeles

Philip Van Munching responds: No need for a refresher course in journalistic ethics, Mr. Barnard: Neither I nor my family have had any affiliation with Heineken for a number of years now. As regular readers of my column know, I've been more than open about my previous affiliation, and more than a bit critical of my previous employer's efforts. My editors will likely accept your apology for besmirching them based on outdated information.

Brandweek welcomes letters from readers. Address them to: Letters to the Editor, Brandweek, 1515 Broadway, New York, NY 10036, or e-mail: cstogel @brandweek.com.

**LOAD-DATE:** January 13, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*Dress for less: Make it big and bulky when it comes to winter coats The Detroit News January 22, 1999  
Friday Final Edition*

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The Detroit News

**January 22, 1999 Friday Final Edition**

**SECTION:** FEATURES; The Gap, the high-priced cousin of Old Navy, offers this "fat" jacket.; Pg. 3E

**LENGTH:** 296 words

**HEADLINE:** Dress for less: Make it big and bulky when it comes to winter coats

**BODY:**

Puffy, down-filled bubble jackets aren't just for the ski slopes. Pushed to the fashion fore by style-conscious teens and athletic types, fat jackets have become a major outerwear trend.

Here are a few options:

To the nines: Yes, major designers are getting puffed up, too. The fall/winter BCBG line by Max Azria features a parchment velvet hooded bubble coat (\$298). Check Saks Fifth Avenue and the BCBG boutique at the Somerset Collection for availability.

There's also Eddie Bauer. For women, Bauer offers a short, thinsulate-lined jacket in colors ranging from black to crimson to blackberry (\$148). Their winter catalogue also features a long, down protector coat (\$238), which boasts protection to minus 20 degrees. For information, call (800) 426-8020.

Bargain finds: Bubble jackets are flying off the sale racks. A few weeks ago, the Old Navy store in Troy (near Oakland Mall) had tons of men's bubble coats in colors like banana, orange, blue and green. But at \$29.99 it's no wonder they are all sold out. To track one of these coats down at another Metro Detroit Old Navy location, call (248) 616-9263.

Mr. Alan's, with seven stores in Metro Detroit, also features a huge selection of bubble coats at a variety of prices. On the low end, there are phat jackets and 3/4 hooded team jackets ranging in price from \$39-\$59.

On the designer side of the rack, Mr. Alan's sells bubble coats by **Nautica**, Tommy Hilfiger, Guess, Nike, Pelle Pelle (by Marc Buchanan), Fubu and Polo by Ralph Lauren. The selection includes hooded, reversible and water-resistant styles. The designer bubble coats cost from \$99 to \$179.

Mr. Alan's stores are located in Dearborn, Southfield, Eastpointe, Redford, Hamtramck, Pontiac and Royal Oak.

**LOAD-DATE:** November 17, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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Date/Time: Thursday, April 27, 2006 - 10:28 PM EDT



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*CLOTHES FOR THE KIDDIES THAT AREN'T OFF THE RACK DESIGNER KIDS' DUDS ARE ANYTHING BUT, BUT QUALITY IS COSTLY Akron Beacon Journal (Ohio) January 30, 1999 Saturday 1 STAR EDITION*

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Akron Beacon Journal (Ohio)

January 30, 1999 Saturday 1 STAR EDITION

**SECTION:** BUSINESS; Pg. E6

**LENGTH:** 638 words

**HEADLINE:** CLOTHES FOR THE KIDDIES THAT AREN'T OFF THE RACK DESIGNER KIDS' DUDS ARE ANYTHING BUT, BUT QUALITY IS COSTLY

**BYLINE:** Mary Ethridge, Beacon Journal business writer

**BODY:**

My 9-year-old daughter has her own sense of style. It's mortifying. She loves pairing plaids and checks in completely unrelated shades. She'll don summer shorts with wool tights topped off by a T-shirt she outgrew two years ago.

I try to view it all as charming evidence of her creative soul, but I can't help the urge to pin a note to her, disavowing any role in her sartorial state.

I'd like my daughter to wear the sorts of things Terrance Spragling sells in his store, Designer Kids in Rolling Acres Mall. In my fantasy world, she'd be wearing them every single time she sets foot out of the house.

When I tell Spragling this, the father of two smiles, laughs and looks at me like I'm nuts.

"My clothes aren't for every day," Spragling said. "Believe me, I get plenty of my kids' clothes at Wal-Mart and Kmart."

What Spragling sells is a parent's dream -- high-quality children's clothes, from newborn to preteen. Coats are lined, seams are double-stitched. Buttons are sewn on to last. No Rugrats or Bart Simpson T-shirts. No crop tops or cargo pants. And not a sniff of polyester anywhere.

"I won't wear polyester, and I don't sell it," Spragling said.

Most of us regular folks couldn't afford to dress our children in stuff from Designer Kids all the time. But for special occasions, when you want your kids to look breathtakingly unlike themselves, Designer Kids is worth a trip.

Designer Kids carries many upscale lines, including Jessica McClintock, **Nautica** for Boys, Polo by Ralph Lauren, Fubu for children and Tommy Hilfiger for infants. But the most spectacular offerings are clothes created by Spragling himself.

"I like the high end of clothing because I'm an artist. I like creating fancy things," said the 32-year-old Spragling.

If you don't see what you want, Spragling will make it for you. Sketch it out or describe it and Spragling will work with you to come up with a design. Then he'll make it. And often for less than you'd buy it on the rack.

"It can be fun and funky or formal -- but it will always be one of a kind," he said.

Spragling's love of sewing began when he worked at an Akron dry cleaners growing up. He manned the counter and did minor alterations at first. Then he began doing major repairs. By the time he was at East High School in the mid-1980s, he was designing and sewing formal wear. Five girls at his senior prom wore his creations.

Spragling's talents got another boost when a high school classmate, Barbie Knittle, entered the Miss Venus USA contest, a national beauty competition. She asked Spragling to make her evening gown. She won the contest and several more pageants after that. The orders started pouring in, and Spragling set up shop in his home.

Spragling said he burned out after a while and went to Japan for four years to teach English. When he came back, he began sewing again and set up a kiosk in Summit Mall. After a few successful months, he decided he wanted a full store. He opened his place in Rolling Acres Mall in November.

Some of Spragling's clothes are over the top. He's selling a \$1,300 silk dress with 14K gold trim and Austrian crystals. It's magical but, heck, I'd opt for a new refrigerator. Most of the outfits are more reasonable, with price tags of \$100 to \$200. The store's spring line will include clothes in the \$39 and \$49 range, Spragling said.

"I must diversify and carry a wide range of things so that something appeals to just about everyone," Spragling said. "The only way I'm going to grow and build recognition is to steer into new markets."

Spragling said he started a layaway program that allows customers to pay a bit at a time on a purchase.

"I want everyone to be able to afford my clothes," Spragling said. "Everyone appreciates elegance, no matter their income."

**NOTES:** THE MADSHOPPER: The Beacon Journal's eye on the stores: Mary Ethridge's Mad Shopper column appears on Saturdays. Call her weekdays at 330-996-3545.

**GRAPHIC:** PHOTO: Black and white photos (2) of 1- Terrance Spragling and 2- McKayla Richardson -- KIMBERLY BARTH, Beacon Journal photos;

1- Clothing designer Terrance Spragling works on a window display at his store, Designer Kids, in Rolling Acres Mall. The store offers a high-end collection of designer clothing for children and 2- McKayla Richardson, 8 months, models an ensemble designed by her uncle, Terrance Spragling, who owns Designer Kids.

**LOAD-DATE:** October 22, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*NAUTICA TACKS INTO THE SPORTING GOODS CHANNEL WITH NST. SportStyle February 1, 1999*

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SportStyle

February 1, 1999

**SECTION:** Pg. 50; 0162-2242

**IAC-ACC-NO:** 54149007

**LENGTH:** 971 words

**HEADLINE:** NAUTICA TACKS INTO THE SPORTING GOODS CHANNEL WITH NST.

**BYLINE:** Dowdell, Stephen

**AUTHOR-ABSTRACT:**

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**BODY:**

As if it wasn't enough for **Nautica** Enterprises to penetrate the sports apparel market obliquely -- as one corner of the department store fashion triangle **Nautica** Competition/Polo Sport/Hilfiger Athletic -- now the sportswear marketer is poised to spread directly across the athletic retail chart with the **Nautica** NST active line.

As reported in Sportstyle's November 1998 Issue, NST will float its street-influenced attitude and moderate price positioning in approximately 850 sporting goods doors. The trade launch comes to The Super Show in Atlanta this month, with market roll-out in the spring.

**Nautica** Enterprises' EVP and head designer, David Chu, makes no bones about his plan: Use the sharply defined, channel-specific line to prowl the sporting goods landscape for whatever growth it has to offer; facing off against traditional "mega brands" in their backyard while the market struggles with uncertainty and change.

NST is designed as a "fusion" of function and fashion, initially focusing on activewear basics with the clean looks of its higher-end Competition forebear, blended with edgier street and boardsports influences. Chu says NST is "more 'performance' in concept, younger in attitude. It's for the consumer who likes casual, hip good looks with a performance edge." It's the trendsetting generation of 14- to 25-year-olds he's got in mind, but whose choices are followed by much broader consumer segments.

The campaign's spearhead will be concept shops with tightly controlled merchandising and marketing -- outposts intended to unite apparel, footwear and accessories under the NST flag and create an image Chu hopes will transcend the clutter currently tripping up activewear at retail.

But why, with an impressive chunk (about 13 percent) of the department store men's sportswear business in hand, should **Nautica** vie for share in the turbulent sporting goods market? Chu wants to be where the boys are.

"The industry now is getting very vague," he says, "with differences blurred between department stores and sporting goods and everybody looking at the other guy's business because they all need new ways to grow."

This morass offers **Nautica** a chance to be distinct. "This is actually creating the climate for a new positioning in all the trade channels. It is, in the end, becoming a question of the right concept based on the right merchandising environment and the right product." What Chu says he is not after is short-term gains in the sporting goods channel, gotten before the traditional competitors can regroup. Instead, he's after the future of sportswear retailing, and he's convinced sporting goods is the linch pin in that future.

"Think of the mentality of young consumers today," he urges. "They are exposed to many different ideas, take it all in, and feel like they are free to go anywhere, rather than, 'This is the only store I can shop in to be cool.' They can find cool anywhere, from a prestigious department store to a hip store like Old Navy. It's a whole new, more fluid world, and I think it is the wave of the future in retailing."

Chu says less than 10 percent of NST's distribution will be department stores, because the sports retail landscape is "the land of the mega brands where I think there is still a lot of room open for the right product. You have to design for this market with a different mindset. I like technical stuff, and for NST I'll use the angle of performance and add the fashion touch. The other line [Competition] is more fashion-driven, but I love the intersection of the two angles for NST."

Chu is also wary of accidents at that intersection. "The majority of sporting goods stores will have concept shops, where we can control the image that is so important," he explains. "A lot of these boxes are classification-driven, while we are interested in a total idea. The concept is footwear with apparel, plus hats, watches, accessories, all coordinated with the line in one area identified as NST. We think that's how you can really capture that customer."

NST will be "freestanding" with its own sales and marketing staff and a team of designers, "some of them in-house, some of them from the sporting goods side and other fields." The mix is lending a cross-bred feel to the line that Chu thinks is right for the young customer quick to experiment. "You'll see performance nylons paired with twill fabrics. It is all the attitude with which these pieces are put together, like simple clean cargo pants with a more performance-looking jacket and maybe a classic tee.

"This is designing for a customer who creates his own look, because young guys can dress without classifications, like wearing technical surf shorts to go to the mall. Hey, the American culture is a culture of fusion."

Fall 1999 will see more sport-specific pieces, such as shells and running pants. Footwear as well is likely to move from basic looks to more specific directions. "We will evolve it, and see; we are not in a big hurry."

**Nautica** has built a reputation for making savvy moves that have allowed it to rack up annual sales growth of 26 percent and earnings of 60 percent for the last seven years, and analysts say NST is likely to be another such move, despite the current slumping of the sporting goods market overall.

Comments Josie Esquivel, analyst at Morgan Stanley Dean Witter, "We believe the company can generate 20 percent earnings growth over each of the next three years through shop expansion, the roll-out of the NST collections and its retail outlet expansion." She reports that **Nautica** has increased gross and operating margins by impressive double digits for the last three years, and predicts its wholesale division, including Competition and NST, will grow 15 percent annually through 2001.

**IAC-CREATE-DATE:** April 7, 1999

**LOAD-DATE:** April 08, 1999

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*Fake Hilfiger clothes keep popping up in Wal-Mart Arkansas Democrat-Gazette (Little Rock, AR) February 01, 1999, Monday*

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Arkansas Democrat-Gazette (Little Rock, AR)

**February 01, 1999, Monday**

**SECTION:** NEWS; Pg. D1

**LENGTH:** 2278 words

**HEADLINE:** Fake Hilfiger clothes keep popping up in Wal-Mart

**BYLINE:** EMILY NELSON, THE WALL STREET JOURNAL

**BODY:**

Caught once again with fake Tommy Hilfiger clothing in its stores, Wal-Mart Stores Inc. tried Aug. 25 to explain its actions to a federal judge.

Wal-Mart merchandise buyers aren't supposed to buy fakes, and the recent problems were flukes, Wal-Mart lawyers told Judge John E. Sprizzo in New York. Still, the lawyers conceded, the nation's largest retailer never told buyers about the judge's 1996 injunction forbidding it to sell counterfeit Hilfiger clothes.

"They didn't even tell anybody about the injunction," Sprizzo repeated. "That is chutzpah if I ever saw it."

Moments later, he found Wal-Mart in civil contempt of court.

A few days later, unaware of the courtroom drama, Essie Horne, an assistant Wal-Mart store manager in Greenville, N.C., ordered Tommy Hilfiger jeans and other designer clothing from a salesman she knew only as "Al." She paid \$ 7,192 in cash for 144 pairs of jeans, 100 wind suits and 100 jersey shirts.

For five years now, Tommy Hilfiger U.S.A. Inc. has tried mightily to keep its goods and look-alikes out of Wal-Mart's stores in an experience that underscores how hard it is for designers to keep bogus products at bay. Joel Horowitz, Hilfiger chief executive officer, said he doesn't sell to Wal-Mart because in a discount chain, he can't control Hilfiger's carefully crafted upscale image, embodied in its red, white and blue flag and its crest logo.

"There are thousands of companies that produce polo shirts," he said. "What separates us is the trademark."

But the efforts to protect one of America's best-known clothing brands hit a brick wall: Wal-Mart's corporate culture, which rewards buyers and managers for stocking what customers want.

Retailers are free to sell a designer's merchandise despite its wishes if they can obtain the goods.

Middlemen known as "diverters" do supply some. But there is a risk that goods obtained this way will be fake, a risk particularly high when the diverters decline to provide invoices.

Wal-Mart has sold at least \$ 5 million of clothes labeled Hilfiger in the past two years. That amount would hardly seem worth fighting for at a company with more than \$ 130 billion in annual sales. But brand-name clothing is a powerful sales tool. "Our competition carries it. Our customers want it," said Jay Allen, Wal-Mart's vice president of corporate affairs. So when designers shun it, Wal-Mart tries to find the goods however it can.

Allen said Wal-Mart has taken stronger steps to avoid Hilfiger fakes since the manufacturer took it to court. But Wal-Mart has argued in court that selling legitimately obtained Hilfiger apparel serves the "public interest" because "for many consumers of average income across suburban America, the local Wal-Mart is one of the few sources, if not the only source, for clothing and accessories."

For Hilfiger, Wal-Mart's actions create a significant problem. Horowitz, though he declines to discuss specifics of the Wal-Mart case, said Hilfiger spends millions a year fighting fakes, which cut into Hilfiger's sales and confuse customers.

He said Wal-Mart shoppers who see men's T-shirts with the Hilfiger flag across the front, polo shirts emblazoned with the Hilfiger crest, women's gray baby T-shirts, blue jeans and athletic socks at Wal-Mart stores or Sam's Clubs think they are real. "They go into Wal-Mart expecting authenticity," he said. Hilfiger first sued Wal-Mart in April 1994, arguing that shirts it sold carrying an Ash Creek label were designed to look similar to Hilfiger's. Hilfiger won a preliminary injunction against the knockoffs, which was later made permanent.

That same spring, U.S. Customs Service agents in Laredo, Texas, confiscated fake Hilfiger shirts from Jamaica that were on the way to Wal-Mart. Hilfiger went back to court in July 1994, suing to stop the retailer from buying counterfeit Hilfiger clothes. Sprizzo issued a permanent injunction in November 1996 barring Wal-Mart from knowingly selling bogus Hilfiger goods or infringing on the trademark.

The case was closed. Wal-Mart went back to its business -- but without notifying its buyers or store managers of the order.

Then, last year, Hilfiger executives began running into fake Hilfiger clothing in the Wal-Mart system. Records show that Sam's Clubs -- Wal-Mart's warehouse stores -- bought Hilfiger-label apparel in February and April.

Jim Branam, chief apparel buyer for Sam's, was so interested in Hilfiger items that during a trip to New York in June, he visited Macy's to scout for Hilfiger styles and gauge how Wal-Mart's selection measured up, he said in a deposition.

In an interview Branam said he routinely visits department stores on his New York trips, a cherished part of the Wal-Mart culture that traces to Sam Walton's practice of checking out competitors and their prices. According to depositions in the latest case, Hilfiger-label items traveled a circuitous path to Wal-Mart. Buyers at headquarters in Bentonville said they had bought diverted Hilfiger clothing from brokers, not asking where it came from until just before they were deposed by Hilfiger lawyers.

One broker sold Wal-Mart 40,000 of two styles of gray and white Tommy T-shirts, which is about 4,000 more than Hilfiger says it made. In several instances, the retail giant did business with small firms that specialize in close-out goods -- leftover or discontinued items. Some brokers stay in touch with other brokers, sending fliers looking to sell or buy specific goods.

Carnes & Williams Inc., for instance, is based in Arkansas and sells close-out merchandise to Wal-Mart. In late 1997, one of its scouts referred its president, Marcella Williams, to Lyon's share Enterprises Inc., a one-man brokerage business in Sacramento, Calif. That firm's Richard A. Lyon faxed her several pages describing merchandise he could procure, including 10,000 Hilfiger T-shirts with a cursive "Tommy" signature across the front for \$ 9.90 each, less than the \$ 11.50 to \$ 12 wholesale price.

Lyon's share's flier said the broker could also get 10,000 shirts with the Hilfiger flag logo. Ms. Williams later testified that she ordered samples and approached buyers for Wal-Mart Online, who ordered 6,480 shirts last February.

Wal-Mart asked for a letter of authenticity, but Lyon said he got the T-shirts from "the Tommy guy," who "would not actually put his signature on anything," according to Ms. Williams' deposition. Lyon promised an invoice. Ms. Williams relayed that information to Wal-Mart, and it ordered the shirts, Ms. Williams testified. "The Tommy guy" was, in fact, at least one step removed from Lyon's share. Lyon testified that he bought the T-shirts from Sam Rox Industries, a Los Angeles broker, which he said assured him they were genuine. "In the trade, you keep your contacts secret," he explained.

In an interview, Lyon said the other items he sold to Wal-Mart by way of Carnes & Williams were baseball caps. Currently, he said, "I don't sell any more merchandise to Wal-Mart, and I don't sell any Tommy Hilfiger merchandise." The Sam Rox executive involved didn't return phone calls seeking comment. The Wal-Mart buyer who ordered the shirts testified that he never asked Ms. Williams where the shirts came from. Allen, the vice president, said Wal-Mart people "felt like we were dealing with suppliers who were providing authentic merchandise."

The Carnes & Williams T-shirts ended up as a separate feature on Wal-Mart's Web site, catching the attention of a Hilfiger executive. Hilfiger went back to court, asking Sprizzo to find Wal-Mart in civil contempt of the 1996 injunction and seeking damages.

In the meantime, Wal-Mart Online shipped the Hilfiger T-shirts that hadn't sold to 13 stores in Colorado, Florida, Kansas, Kentucky, Oklahoma and Virginia. A Hilfiger buyer discovered some in a Wal-Mart in Kansas, infuriating the design house, which was trying to collect and inspect the shirts.

At a July hearing about the shirts, a Wal-Mart lawyer argued that the chain couldn't control each employee. Sprizzo appeared to lose patience.

"It is a hard argument for you to persuade me that a company like Wal-Mart cannot control its employees'

conduct," he said. "Maybe the trouble with your company is that you are not playing the game straight in the sense that you want to say that you are doing all you can, but you really aren't doing all you can." After finding Wal-Mart in contempt, he gave the chain 24 hours to collect all Hilfiger goods and ship them to a warehouse to be inspected by Hilfiger. But, rather than remove the clothes at once, Wal-Mart officials told Sam's Clubs to mark them down aggressively and prominently display them.

Hilfiger women's jeans selling for \$ 29.99 were reduced to \$ 10. A Hilfiger T-shirt priced at \$ 17.99 was cut to \$ 4.24. In two hours on a Wednesday morning, six Sam's Clubs in Detroit sold nearly 1,200 of one style of Hilfiger men's T-shirts. Wal-Mart officials say sales were less strong elsewhere, and by 3 p.m. the remaining goods had been boxed.

Later, under questioning from Sprizzo, Sam's Club's Branam defended the markdowns. "Judge, we are merchants. We got merchandise to sell," he said.

The chief apparel buyer claimed he thought Wal-Mart merely had to get the goods off the shelves within 24 hours and wasn't barred from selling them in the meantime. "As far as we were concerned, we had complied with Judge Sprizzo's order as I understood it then," he said in an interview.

Wal-Mart didn't tell store managers about the ruling, and some managers continued buying Hilfiger-label clothes. A manager in Albert Lea, Minn., got a fax in early September from a vendor offering Hilfiger T-shirts. They sold so well that his district manager asked him to tell others about his purchase at a district meeting, the store manager testified at a hearing.

Later that month and again in October, while shopping at a Greenville, N.C., Wal-Mart, a Hilfiger buyer by chance discovered some Hilfiger jeans, as well as Polo Ralph Lauren jeans, **Nautica** jeans and wind suits, and Fubu jeans and wind suits. All the jeans had the same price tags, labeling them "Fubu/Polo Jeans," a telltale sign of fakes.

At a court hearing, executives from Fubu, Polo and **Nautica** said they had never manufactured some of the styles. The colors, ill-fitting cuts and off-center tags marked the clothes as phonies.

In a deposition, Ms. Horne, the assistant store manager, said she bought the Polo, **Nautica** and Fubu items from "Al" when he sold her the Hilfiger jeans. Her store manager had set up the purchase but had to be out of town. Ms. Horne said she came to work on her day off to receive the delivery from Al, who had the boxes of clothes in two shopping carts.

Horne said she didn't know the clothes were fakes and, since she hadn't seen the brands before, didn't know how to price them. A colleague who had bought Hilfiger jeans elsewhere for about \$ 60 helped her. Since Ms. Horne had paid \$ 18 a pair for the jeans, they figured Wal-Mart could sell them for \$ 36, she testified.

After finding the knockoffs in Greenville, Hilfiger in late October sought a second contempt-of-court finding. Only then did Wal-Mart Executive Vice President Thomas M. Coughlin send a memo to store managers through Wal-Mart's internal computer system.

The stores were told to ship all Hilfiger apparel to a central manager and send a computerized acknowledgment to headquarters. A voice message with the same instructions was sent to district managers and to senior and regional vice presidents of operations. By 11:27 the next morning, a central computer showed, all stores had complied.

Why didn't Wal-Mart take such action sooner? Allen said it didn't see the various instances of fakes-for-sale as related.

"We did address it, or we thought we did, each time," he said. "But it became increasingly clear as totally different circumstances kept happening that were totally unrelated but involved this same merchandise that we needed to step back and develop a process to stop this," he said.

The executive said a new, written policy was explained at an Aug. 25 managers' meeting in Dallas and reiterated at a meeting this week. Among other rules, he said store managers may not buy branded apparel, though they may still buy other items independently.

Neither buyers nor store managers are to buy Hilfiger apparel, even if they believe it to be authentic. In response to the Hilfiger lawsuits, Allen said Wal-Mart now requires invoices that track merchandise from manufacturers to Wal-Mart and has hired an independent inspector to study apparel samples for counterfeiting.

In the meantime, the parent companies of Fubu, **Nautica** and Polo have filed a separate suit against Wal-Mart in federal court in New York that is scheduled for trial in March.

The Hilfiger battle isn't over; either. Sprizzo, who has mentioned the possibility of a criminal contempt charge against Wal-Mart, still hasn't dealt with Hilfiger's request for damages. He has scheduled oral arguments in June on Hilfiger's request for a second civil-contempt finding.

Lawyers for the designers say it is possible that fakes were sold at hundreds of Wal-Marts, and they are reviewing stores' purchase records obtained from the retailer. Wal-Mart said that the problem was confined to outlets that have been identified and that the merchandise has been removed. Sprizzo won't discuss the case, but at a November hearing, he sounded frustrated. "We keep having to assume," he said, "that this major sales organization, multibillion-dollar-a-year sales organization, needs a constant education as to what they're supposed to do."

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*WEDDING DAY TOKENS St. Louis Post-Dispatch (Missouri) February 6, 1999, Saturday, FIVE STAR LIFT EDITION*

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St. Louis Post-Dispatch (Missouri)

**February 6, 1999, Saturday, FIVE STAR LIFT EDITION**

**SECTION:** LIFESTYLE, Pg. 43, HEALTH & BEAUTY STUFF COLUMN

**LENGTH:** 73 words

**HEADLINE:** WEDDING DAY TOKENS

**BYLINE:** Anita Frager; Special To The Post-Dispatch

**BODY:**

GIFTS FOR bridesmaids and groomsmen were once considered a sentimental gesture. Today, depending on the wedding budget, attendants' gifts range from a thoughtful token to one of extravagance.

Some couples think about the likes and dislikes of each attendant and choose their gifts accordingly.

If health and beauty products are what you're looking for, keep in mind that many stores customize baskets for a more personal touch.

**GRAPHIC:** PHOTO PHOTOS BY WENDI FITZGERALD:

(1) PHOTO - Shower her with a basket of hand-picked favorites from Bath & Body Works. Nestled within a white wicker basket (\$ 10) is Joyful Garden's flower walk whipped body cream (7.5 ounces, \$ 11); Daffodil Fields Home Fragrance Spray (3.5 ounces, \$ 3.50) and chiffon shower cream (7.5 ounces, \$ 9.50); Silkening Pearberry Bath Powder (2 ounces, \$ 7.50); Juniper Breeze Body Splash (8 ounces, \$ 10); Spring Sky Jelly Jar Scent home fragrance (8 ounces, \$ 5.50); and Relaxing Sun-Ripened Raspberry Bath Bubbles with skin-smoothing chamomile (8 ounces, \$ 7.50). Outside the basket is a Home Fragrance candle (\$ 6) and heart-shaped candle plate (\$ 6).

Give the gift of relaxation. Socked away in this customized gift basket by Origins at Famous-Barr is a pair of Reflexology socks (\$ 12.50), Salt Rub Soap (\$ 12), Step Lively energizing foot cream (\$ 16.50), a foot scrubber (\$ 6) and Origins' handmade Japanese palm plant bristle brush (\$ 16.50).

Satin gloves and beaded purse, courtesy of An Elegant Event, 121 Hilltown Village Center.

(2) PHOTO - Thank him with a customized collection. From left: Claiborne Sport hair and body cleanser for men (6.7 ounces, \$ 17, Famous-Barr); a Mundi valet travel kit (\$ 25, Zarfes Luggage & Gifts) that includes a comb, tweezers, nail file, pocket knife, toe and fingernail clippers and scissors; Hilfiger Athletics muscle-therapy soak (10 ounces, \$ 22, Dillard's); Sharper Image Design Shower Companion (\$ 80, Dillard's), a water-resistant console with AM, FM and VHF TV audio as well as one-touch 20-second memo recorder and LCD clock; **Nautica** Competition cologne spray (2.4 ounces, \$ 32.50, Famous-Barr); and Aramis Lab Series for men fragrance-free power wash (8.5 ounces, \$ 14, Famous-Barr).

Tuxedo bow tie, boutonniere and wedding glasses, courtesy of Castelli Tuxedo.

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*Man accused of selling counterfeit clothing The Associated Press State & Local Wire February 9, 1999,  
Tuesday, BC cycle*

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The Associated Press State & Local Wire

**February 9, 1999, Tuesday, BC cycle**

**SECTION:** State and Regional

**LENGTH:** 158 words

**HEADLINE:** Man accused of selling counterfeit clothing

**DATELINE:** SAGINAW, Mich.

**BODY:**

A man accused of selling counterfeit clothes bearing such brand names as Polo, **Nautica**, Nike, Adidas and Lugz and Guess Jeans has been ordered to stand trial.

Harold Beverly, 47, of Saginaw faces a preliminary hearing on Feb. 18 on a charge of placing false identification on clothing. If convicted, he faces a maximum sentence of five years in prison and a \$ 50,000 fine.

Beverly allegedly traveled to New York every two weeks during the past year and bought the counterfeit clothes from sweat shops, Walter H. Reynolds, supervisor of the Saginaw FBI office, told The Saginaw News in a story Tuesday.

Authorities allege that Beverly bought the clothes for \$ 5,000 and sold them for \$ 20,000.

"A lot of people out there are wearing clothing that could be counterfeit," Reynolds said.

Police arrested Beverly after they found counterfeit clothing in his car, Reynolds said.

Beverly remains free on a \$ 10,000 personal recognizance bond.

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*Sporting goods industry facing a problem --- too many outlets The Atlanta Journal and Constitution  
February 11, 1999, Thursday,*

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**February 11, 1999, Thursday, CONSTITUTION EDITION**

**SECTION:** BUSINESS; Pg. 03F

**LENGTH:** 355 words

**SERIES:** Home

**HEADLINE:** Sporting goods Industry facing a problem --- too many outlets

**BYLINE:** Patti Bond

**BODY:**

Consumers are more athletic than ever, but even the biggest jocks would get worn out trying to sort through the choices of sporting goods stores.

Specialty store Just For Feet is adding 50 stores this year. Galyan's Trading Co. is forging ahead with its giant retail-entertainment format. Manufacturers like Nike and Reebok are opening retail outlets at a fast clip. And the National Basketball Association and NASCAR are testing their own retail outlets.

"Oversaturation is the most stubborn and perplexing problem facing the sporting goods industry," said John D. Riddle, president of the Sporting Goods Manufacturers Association. Riddle is expected to send this message and a few other warnings on the eve of the Super Show today when he gives his "state of the industry" report.

"We're continuing to see the 'big box' stores going up, but I think we're going to see a renewal of the specialty stores this year," Riddle said. And designers like Tommy Hilfiger, Polo and **Nautica** will continue to infiltrate department stores with their sporty brands.

Athletic footwear stores are feeling the most fallout from retail expansion. For the first time since 1992, athletic shoe sales declined last year, by 8 percent. Consumers are not as crazy about the latest high-tech, high-price running shoes from Nike, Reebok and others. They want "brown shoes," Riddle noted.

The sporting goods industry as a whole is coming off an anemic year. Sales grew 1 percent to \$ 45.6 billion in 1998, the worst year of the 1990s for growth.

Women are one of the bright spots for the industry. They're more involved in fitness than ever, and manufacturers are more than happy to come out with a new tailor-made products.

"One piece of equipment in our new products competition this year is a batting helmet designed for long hair," Riddle said. "We're seeing a lot more along those lines at this year's show."

Lethargic teenagers are giving the industry a fit, though. The number of active teens continues to slide. "It's a big problem, and it's something that we'll definitely have to zero in on this year," Riddle said.

**LOAD-DATE:** February 11, 1999

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*Catwalk talk: GM Fashion Week opens with much style and flair The Detroit News February 12, 1999 Friday Final Edition*

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**February 12, 1999 Friday Final Edition**

**SECTION:** FEATURES; Pg. 3E

**LENGTH:** 178 words

**HEADLINE:** Catwalk talk: GM Fashion Week opens with much style and flair

**BODY:**

NEW YORK -- General Motors Fall '99 Fashion Week officially opened Thursday with the menswear collections of Kenneth Cole and Sandy Dalal. Today, Perry Ellis, **Nautica** by David Chu and Ralph Lauren's Polo walk the runway. John Bartlett and Joseph Abboud debut Saturday.

Like the Energizer Bunny, the week goes on and on.

Fashion Week -- with a cluster of tented catwalks in Manhattan's Bryant Park serving as home base -- is a relay of about 100 runway shows that cover a nine-day stretch. The week promises much for American designers, who for the first time pack menswear and womenswear into a single run of shows.

By holding a mass showing and forecasting the seasonal trends before the Europeans, American designers such as Donna Karan and Ralph Lauren may move up a notch on the fashion totem pole. But more importantly, the shows may put a bug in retail ears resulting in more sales.

Throughout the week, Detroit News Style Editor Nicole Volta Avery reports on the haute happenings of General Motors Fashion Week. Here's a glimpse of what's to come:

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*The Perfect Match; On New York's Runways, Man Meets Womenswear The Washington Post February 15, 1999, Monday, Final Edition*

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**February 15, 1999, Monday, Final Edition**

**SECTION:** STYLE; Pg. C01

**LENGTH:** 1634 words

**HEADLINE:** The Perfect Match; On New York's Runways, Man Meets Womenswear

**BYLINE:** Robin Givhan, Washington Post Staff Writer

**DATELINE:** NEW YORK, Feb. 14

**BODY:**

Whether they are cutting an elegant and genteel suit, a parka suitable for the ice fields of Mount Everest or a rough-hewn desert coat in the colors of a Southwestern twilight, designers here have produced collections for fall '99 rooted in strong beliefs about how men can look their best and be at their most comfortable. And as much as the average man may deny being interested in or influenced by fashion, the reality is that his sweaters are lighter, his suits more comfortable, his ties more expressive and his wardrobe more relaxed thanks to changes initiated or institutionalized by the fashion industry.

This season marks the first time that so many menswear designers here have included their womenswear collections on the same runway. That has provided greater context and insight into the creative process. For what womenswear does in great, bold strokes with its form-fitting dresses, attention-grabbing colors and seductive fabrics, menswear echoes in subtle cutting, painterly palettes and luxurious materials.

Designer John Bartlett is, perhaps, this city's most devoted explorer. His greatest strength is his relentless feeding of the imagination, both his own and his audience's. The fall men's and women's collection he presented Saturday night was inspired by the work of artist Georgia O'Keeffe and photographer Alfred Stieglitz and by the relationship forged between the two. The result was a Bartlett collection that combined the slickness of photography with the rough, unpredictable edges of nature.

Bartlett thankfully resisted the temptation of bold floral prints blown up to abstraction. He steered clear of hues rendered harsh by unyielding sunlight. Instead, he embraced colors that might have been washed out and mellowed by the sun. He chose pale yellow, faded turquoise, warm brown and cool reds rather than their fiery counterparts.

For men, his trousers were mostly wide-legged and often had horizontal seams running across the thigh or with the flap of a pocket positioned on the derriere. For women, there were full-legged trousers, too, but he also focused on narrow, form-fitting styles. But the trousers were not his best work. They often hung awkwardly, as if the fabric were too stiff to move gracefully as the models walked and the seams sometimes seemed at odds with the natural lines and curves of both the male and the female physiques.

The collection was its most fascinating when Bartlett played with textures: the seemingly ripped edges of a woman's coat, the swirls of kinky wool that made a woman's sweeping overcoat look as if it were adorned with wild desert flowers, and the delicate knits for men and women that were given character by threadlike trails of fragile color.

The connection between masculine and feminine has always been integral to Bartlett's work. That tension, as we all try to balance both sides of our personality, gives his collections their magnetism. Having both the men's and the women's lines on the runway on equal terms made clear how virtually the same garment can rightfully be worn by both men and women -- yet each relays a different message in the wearing. For instance, a blanket-style shawl when wrapped around the muscular shoulders of a man evokes images of the stoic loner on an idyllic landscape. When it is worn by a woman, the mind conjures a vision of vulnerability.

While Bartlett was mining a fresh source of inspiration, he was not forsaking his own distinct point of view. There were flashes of familiar motifs: the military uniform, the outdoorsman, the notion of utility, the bending of gender expectations. Even when this collection faltered -- with its stiff trousers, cumbersome pant lengths or fabrics too bulky for their role -- there remained a sense of direction and purpose. One is almost always willing to forgive a guide for the occasional misdirection when the journey itself and the promised goal ultimately are so enticing.

Bartlett's wide-ranging interests, and his successes in articulating them through fashion, have helped to create a category of clothes that blend ruggedness with sexuality. Designers like John Scher and labels like Perry Ellis have, in fact, used the stylistic vocabulary honed by Bartlett to clarify their own points of view. At Perry Ellis, the collection was filled with sturdy tweeds, ponchos and earthy colors such as persimmon and olive. And designer Scher evoked military motifs -- from his industrial closures to his heavy use of loden wool -- to create a collection of canvas suits, cable-knit sweater coats and jackets with an extended pocket hem.

While Bartlett was pushing forward, searching for something in art or in nature to inspire him, designer Joseph Abboud was busy proving that clothes do not have to be tricky or complicated to contribute to the wearer's aura of confidence and authority.

Designers, of course, hate being compared with their colleagues. But to really pinpoint Abboud's style, comparisons are essential because what distinguishes him are the subtleties in his work that often are visible only against a backdrop of his peers. Most men are familiar with the soft fluidity of Giorgio Armani. Well, Abboud embraces that gentle elegance but without the continental smoothness. He honors the classics in much the way that Ralph Lauren does, but Abboud steers clear of trying to reproduce them, revive them or fantasize about them. Abboud can include a hacking jacket with a suede collar in this collection, but he loosens it up. He lets it move. He relaxes it.

It has been a long time since Abboud put his menswear and his womenswear collections on a runway. And it has been far too long. Because this was a show that, while not breaking any new ground, while not ticking off the trends of the season, still managed to be beautiful, captivating and enticing.

For men, Abboud offered this gentle reminder: Men already have the tools for fine dressing; they have only to be aware of details and of nuances. Mixing patterns and textures is far easier when a man adheres to tonal dressing. A pair of fine driving gloves or an overcoat with a fur collar -- his is real, but fake will suffice -- pushes a man across the line from well dressed to elegant.

And for women, Abboud offers them the same antique tones of gold, olive and russet as he gives men. They can have the same soft tweed trousers and indulge in classic silhouettes -- long slim skirts, silk charmeuse evening trousers, hourglass jackets -- that will never fade from fashion. Abboud treats a woman's scarf the same way he treats a man's tie. It is the focal point of a subdued ensemble. It is the swath of silk that hints at personality, that carries a spark of flamboyance.

For men, Abboud offers a way to be elegant while never straying far from the comfortable and the familiar. For women, Abboud provides a wardrobe that allows them to look professional and dignified without sacrificing femininity or sex appeal.

Increasingly, menswear -- and for that matter womenswear, too -- has separated into camps. There are those such as Bartlett who espouse a more passionate manner of dressing, one that speaks to sexuality, culture and to the emotions. Gene Meyer is another such designer. His menswear collection shown on Friday evening championed wool coats trimmed in marabou, dress shirts decorated with sequins and still other shirts adorned with rows of ruffles.

There are the classicists. Designers such as Abboud embrace traditions while continuing to make them comfortable and palatable for contemporary life. There remains a formality to their work that prohibits them from ever completely shunning the suit, the tie and the dress shirt. Designer Everett Hall, who presented his second collection here on Friday afternoon, ignores fashion's move toward flat-front trousers and continues to create those with deep pleats. His jackets are roomy and elongated, with three and four buttons. They look best on tall, broad-shouldered men. Smaller gentlemen tend to be overwhelmed by them. But they are suits for men who even as they seek comfort in their clothes find themselves stubbornly attentive to dress codes.

And there are the industrialists. These are the designers who see fashion's future as one driven by technology, sport and action. **Nautica's** David Chu is at his strongest creating nylon trousers, body-encasing parkas and orange safety paraphernalia geared toward men who envision clothes as protective covering rather than expressive plumage.

While much of this urban battle gear is presented with a wink and a wry chuckle, one can't help but worry when a young designer such as Maurice Malone presents a collection that takes this techno style to the extreme. With a collection presented this afternoon, which also included the debut of his women's line, Malone offered a dark, somber vision of the future. His model stalked down the runway to the numbing dirge of music from "The Terminator." Models wore military-style holsters, padded leather jackets, Hannibal Lecter demi-face masks and bar code tattoos. It was enough to leave one with the suspicion that Malone is stockpiling canned goods somewhere in his basement.

At a time when there is much to be optimistic about -- the economy, unemployment, crime, even the weather, for heaven's sake -- one couldn't help but wonder what would prompt a young designer to show such a dour vision.

Stalker chic: Maurice Malone's fall '99 line takes techno style to the extreme with such macabre touches as a Hannibal Lecter demi-face masks. Left, **Nautica's** David Chu has created clothing geared toward men who envision their selections as protective covering. Above, designer John Scher evokes military motifs with loden wool in his line for women.

**GRAPHIC:** Photo, lucian perkins; Photo, ap/stuart ramson

**LOAD-DATE:** February 15, 1999

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*Review/Fashion;The Underdressed-for-Success Look The New York Times February 15, 1999, Monday, Late Edition - Final*

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**February 15, 1999, Monday, Late Edition - Final**

**SECTION:** Section B; Page 6; Column 3; Metropolitan Desk

**LENGTH:** 1416 words

**HEADLINE:** Review/Fashion;  
The Underdressed-for-Success Look

**BYLINE:** By CONSTANCE C.R. WHITE

**BODY:**

The age of the computer geek as fashion hero was bound to come to an end. It could not withstand the unhappy picture of Bill Gates defending his company against charges of unfair competition, plus the letdown we all felt on viewing "Enemy of the State" last fall, when the cool-looking whiz with red hair, tinted glasses and neon sweater turned out to be one of the bad guys.

C'est la vie. Designers are now looking elsewhere for inspiration. It began in Milan (Miuccia Prada being the first to blow to bits the techno-fashion icon, and rebuild him in what the Italians are calling country or rugged-techno style). Now, the idea of a man at play has been taken up by American designers, who presented their men's-wear collections for fall 1999 from Thursday through yesterday in Manhattan.

In an unusual experiment, several designers who showed over the weekend put their men's and women's collections on the same runway. Those who chose this path, like John Bartlett, Maurice Malone and Joseph Abboud, gave themselves some interesting challenges they were not always able to overcome. This is not an arrangement that should be encouraged. Invariably, one of the two collections outshone the other, as in Mr. Bartlett's stellar show, an odyssey inspired by the marriage of Georgia O'Keeffe and Alfred Stieglitz.

Before Mr. Gates made his exit as a style icon, he and his kind hastened the end of aspirational clothing based on looking obviously rich. Though designers have moved on from geek chic, they have retained the notion that modern clothes exude nonchalance.

When a man fantasizes about escape these days, what does he envision? A woman's dreams float her toward a bubble bath, a spa, a man -- the cliché of the knight in shining armor. A man, on the other hand, is more likely to see himself hitting golf balls, dunking a basketball or even picking up the kids from soccer. For the most driven workaholic, the aspiration today is to look as if you didn't work at all.

Recognizing this, both Sandy Dalal and Gene Meyer create clothes that exude languor and youthful innocence. Mr. Dalal's vision is the stronger, with a frontal assault on bastions of traditionalism. If Ralph Lauren is the eminence grise of Anglophilic fashion in America, Mr. Dalal sees the potential in taking aristocratic style into the street, or even into a mosh pit. Pairing straight-legged plaid trousers with a zippered waxed-cotton biker jacket is one of his subversive ideas. Others are suits in paisley, and a midnight-black wool coat of midcalf length over big, floppy raver trousers.

Mr. Meyer -- he of the colorful neckties and sweaters that make you smile -- has seemed a bit off-kilter in

recent seasons. His latest collection has a relaxed mood that speaks to men's leisure fantasies well enough, but too often that mood turns baleful, even when he shows sequin-dotted shirts. It is as if Mr. Meyer were attempting to evolve into a designer of more serious clothes for an older man, but had found no joy in it.

Young customer or old, Mr. Lauren had that hard-driving leisure-seeker pinned to a T in the collection he showed on Friday. For the mature man, or one whose tastes run toward the genteel, Mr. Lauren offered pajama-like trousers, creamy cashmere crewnecks and gentle three-button jackets never meant to be buttoned.

For the youthful customer, Mr. Lauren conjured up a vision of the "I'm working but I'm really playing" life style inspired by the Sundance Film Festival. More than a few fashion insiders skipped industry trade shows last month to attend Sundance, underlining the festival's importance as a trend-setter in more than films. It rolls work, play, art, sports and celebrity all into one.

He drew upon the active style of ski resorts -- puffy parkas, nylon trousers, blazing neon sports shoes and cell phones -- that, of course, is now found on city streets as well.

Mr. Lauren's tailored clothing remains what it has always been -- pungent with the scent of money, beautifully executed, though completely familiar.

There's nothing so terribly wrong with the familiar, as shows by Kenneth Cole and **Nautica** proved. But it does make for torpor in fashion. When the audience gave Mr. Cole a standing ovation, it must have been for the social advocacy he promotes through his well-known advertisements and other efforts, rather than for breakthroughs in style. His pedestrian urban gear was unapologetically inspired by Helmut Lang and Prada. David Chu at **Nautica** dispensed with his usual street wear and concentrated more on suits and coats of interesting fabrics like Teflon-coated wool.

It is difficult to make men's style come alive, to wring "fashion" out of a three-button blazer. Nowhere was this problem more vivid than on the runways of the designers who merged men's and women's. The format is one that Mr. Lang, most prominently, has used for several years, but with men's and women's fashion weeks scheduled back to back this year, several others adopted it as well. What Mr. Lang makes effortless, however, proved problematic for less-experienced hands.

Mr. Bartlett's darling, magnificent women's collection played against a backdrop as warmly evocative as an O'Keeffe painting. Strength and womanliness combined in a milky yellow leather sheath with a matching tool-like apron slung around the waist. Felted wool jackets and uncreased skinny trousers were tipped with contrasting yellows and blues, as if Mr. Bartlett had dipped them in the artist's paint pots.

He cut serapes of wool or pashmina -- the material of choice for evening wraps for New York's young socialites -- into sexy evening dresses. An amazing coat and serape in red, black and white was draped from fur treated to look as if it had been matted and stored in the bottom of a trunk for 20 years.

True to O'Keeffe's love of New Mexico, Mr. Bartlett adorned the models with turquoise and silver jewelry -- striking armbands, pendulous earrings and a macro-size lanyard.

And the men's wear? It was fine-enough Bartlett, with an expected dose of rebellion, this time in the form of apron skirts for men over trousers. Here, too, were the familiar brawny ribbed sweaters and the bulky trousers that have come to define the Bartlett man. Mr. Bartlett seemed quite obviously spent by the effort he had put into his women's collection. Since the world already knows Mr. Bartlett as one of the most important men's-wear designers, it is in the women's arena that he needs to prove his point.

Likewise Maurice Malone, who showed his first women's collection yesterday with his men's clothes. For men, street-wear influences were upgraded with sartorial workmanship in an angry rumble of a show, in which Mr. Malone seemed to be paying homage to guerrillas, of both the military and the urban sorts. Few designers have been able to marry hip-hop flavor and designer fashion as successfully as Mr. Malone has.

He evolved the idea of strap-on body bags, with trapunto stitching and masculine embossing on black-leather harnesses slung over one shoulder or strapped to the chest. Women got to wear their tough urban accessories over slithery knit sweater dresses. In this mode, Mr. Malone has perfect pitch; he needs to stay with this concept to produce a useful women's collection: glittery dresses and other sweetly feminine styles are, for the moment, beyond him.

John Scher's uneven collection was full of design paradoxes for men and women, like girlish-looking zip-front sweaters on a brawny guy, and cable-knit skirts for women. Mr. Scher, too, looked like he would have done better by the men's wear had he not had to concentrate on women's at the same time.

Focusing on one collection, however, would not have helped Joseph Abboud's lumbering show. When a designer makes a bathrobe as a signature, one senses that there's trouble ahead. And it came in waves. There were men in paisley robes over tuxedo shirts and bow ties, and both male and female models in beige suits. Forward-thinking designers are showing darker colors with flashes of rich hues, soft jackets and mixes of matte and shiny fabrics. But all these trends seem lost on Mr. Abboud -- clouded, perhaps, by hoped-for sales of dull clothes.

A final cautionary note, inspired by the Abboud show, to designers during a fashion week sponsored by General Motors. A burst of smoke, music playing overhead and the dramatic appearance of a car on a runway do not bring to mind fashion so much as "The Price Is Right."

<http://www.nytimes.com>

**GRAPHIC:** Photos: ABOVE--John Bartlett's pale yellow leather dress with utility apron. ABOVE RIGHT--His red and ivory fur serape and wool trousers, inspired by O'Keeffe and Stieglitz. BELOW--A zippered black biker jacket in oiled and waxed cotton, over red and green plaid trousers, from Sandy Dalal. ABOVE--Mr. Bartlett's manly take on the O'Keeffe-Stieglitz look: military shirt, apron and wool trousers in shades of olive. LEFT--The designer's bare olive cashmere sweater and skinny gray hipster pants. RIGHT--Ralph Lauren's spread-collar lavender shirt and charcoal suit from his Purple label collection. BELOW--Gene Meyer's double-face gray wool coat and leather jeans. ABOVE--A black wool gabardine suit, gray flannel shirt and leather aviator hat from Maurice Malone. ABOVE CENTER--Mr. Malone's gray ribbed wool sweater dress and black-leather harness bag. (Photographs by Corina Lecca for The New York Times)

**LOAD-DATE:** February 15, 1999

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Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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**NAUTICA BOYS GETS AN OVERHAUL FOR FALL '99 : THREE FALL DELIVERIES PLANNED FOR LINE PRODUCED UNDER LICENSE BY HAMPTON INDUSTRIES.** *Daily News Record* February 15, 1999

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Daily News Record

February 15, 1999

**SECTION:** Pg. 52; ISSN: 1041-1119

**IAC-ACC-NO:** 53912962

**LENGTH:** 416 words

**HEADLINE:** NAUTICA BOYS GETS AN OVERHAUL FOR FALL '99 : THREE FALL DELIVERIES PLANNED FOR LINE PRODUCED UNDER LICENSE BY HAMPTON INDUSTRIES.

**BYLINE:** SANDERS, SHARI; Romero, Elena

**BODY:**

**Nautica** Boys division, produced by New York's Hampton Industries, has been revitalized for fall '99.

"We've got a new management team and a new attitude," designer David Chu told DNR, referring to recently appointed **Nautica** Boys president Bob Reid, a Calvin Klein and Halston Menswear veteran. Chu said the boys' line retains the spirit of men's wear while taking an edgy, fun stance.

"There are three deliveries for fall, and there's definitely a much better balance this season," said Reid, who notes that each look is completed by accessories. Styles are strong enough to stand on their own but work well with each other to create fashion statements.

Athletic Club is fashioned in signature **Nautica** shades of navy, red, yellow and white, with the introduction of black denim to complement ring-spun indigo. Fashion styling is achieved with cargo pockets and carpenter treatments. Look for mock tearaway pants, varied Nautech tops, cotton T-shirts and sweaters. Harbor Town Crew is an updated nautical group of plaids, rugby stripes and solids. Navigator is an edgy, extreme-sports-influenced group of graphic T's, engineered stripes, ombre plaid shirts, waffle-weave tops, a variety of bottoms and reversible jackets.

**Nautica** plans to advertise the collection through the back-to-school season on billboards and buses in such cities as New York and Philadelphia.

Mecca of Happy Kids

Establishing itself as a brand name in young men's, Mecca USA has decided to go after the boys' business for fall '99. The New York-based sportswear firm has signed a licensing deal with Happy Kids Inc. for boys' apparel, sizes 8 to 20.

"This is Mecca USA's first license," said Mecca USA's national sales manager, Peter Mintz. "We wanted a company who understood our philosophy with regards to integrity and quality. After careful consideration,

we feel Happy Kids is that company."

#### Political Ambition

In a conscious attempt to encourage creative writing among young children in Philadelphia, Europe Craft Imports Inc. and Perry Ellis America will sponsor Kid's Quarterly's "If I were mayor for a day" essay contest. At the conclusion of the contest, essay winners will be provided with a Perry Ellis America wardrobe. The winners will also have a chance to meet Mayor Edward Rendell during a luncheon sponsored by the sportswear firm.

The contest is slated to begin Friday, Feb. 19, and will run through March 19 with winners selected by the Kid's Quarterly staff.

**IAC-CREATE-DATE:** February 22, 1999

**LOAD-DATE:** February 23, 1999

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*N.Y FASHION WEEK; Suit yourself for fall as a...Turn-of-the-century man The Boston Herald February 15, 1999 Monday*

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February 15, 1999 Monday ALL EDITIONS

**SECTION:** ARTS & LIFE; Pg. 038

**LENGTH:** 925 words

**HEADLINE:** N.Y FASHION WEEK; Suit yourself for fall as a...Turn-of-the-century man

**BYLINE:** By JILL RADSKEN

**BODY:**

NEW YORK - In junior high school, they were flooders. Now, they're chic.

Pants cropped above the ankle were the main attraction on several runways here during the weekend as American designers rolled out their fall-winter '99 menswear collections. While there's little chance most men will put aside their memories of adolescent growth spurts and embrace the high-water look, such are the ways of fashion.

Most of the interesting menswear shown here through yesterday was below the belt. What shows more promise than floods are utility-inspired pants.

Cargo pants - with button, zipper and tab closures - returned to the runways with even more force than last season. Maybe Tinky Winky carries his cash and credit cards in a handbag, but most American males prefer to do so on their person. These flat-front pants offer them plenty of places to stash their stuff, with pockets at every position.

Designers also showed enthusiasm for a blend of function and fashion, using high-tech fabrics in jackets, vests and sweaters.

So guys, take notes. Here's how to use the designers' vision of the turn-of-the-century male to update your fashion statement.

The statement: Techie. The computer genius, the engineer and the Radio(Shack)head.

The labels: R. Scott French, Perry Ellis.

The clothes: By definition, techno-geeks never really cared about what they wore. But now that high-tech is cool, they're faced with their own Y2K problem: finding clothes that show they're the smartest kid in the class, not the worst-dressed.

The most perfect vision of techno-geek chic came from French's debut collection modeled by "real men" - New York City firefighters, musicians, architects and major league baseball players. French featured a series of striped dress shirts paired with khakis or twill flat-front trousers.

Perry Ellis imagined a world of floods and fedoras for budding Bill Gateses. In Perry's vision, the techie

wears white dress shirts and solid-colored ties in currant, silver and whiskey. The pants are short, and Ellis capped the look with a hat.

The statement: Out There. The hip-hopper, the snowboarder.

The labels: Maurice Malone, RLX by Ralph Lauren and NST by **Nautica**.

The clothes: The antithesis of the pencil pusher, the Out There male is one who pushes the envelope. Blazing fashion trails that leave the mainstream confounded, these guys are all flash.

If you're on the move on the street, you may opt for Maurice Malone's warrior wear. Inspired by futuristic movies, such as "Bladerunner" and "The Terminator," Malone showed bullet-proof-style vests, metallic jeans and harness packs.

On the snowboard front, they'll be wearing RLX and NST, two new, heavily logoed sports lines from Ralph Lauren and **Nautica**, respectively. RLX includes a series of synthetic, waterproof denim gear with cords and zippers galore. One snowboarding jacket had no fewer than six pockets and a Velcro strip to keep the boarder's radio antenna in place.

The NST line sports similar detail. The models wearing the rubberized hooded jackets, drawstring pants and flight pants looked like they were ready to direct traffic at Logan.

The statement: Fashion-Forward. The restaurant or art gallery owner, other out-and-about.

The labels: Gene Meyer, Nicole Farhi, John Bartlett, Perry Ellis.

The clothes: Confidence goes a long way in carrying off the looks designers have in mind for those on the cutting edge.

The common theme is utility wear. Bartlett's vision combined the pioneering style of artist Georgia O'Keeffe and photographer Alfred Steiglitz. His pants sported names like steel, drill laborer and rail worker. Many appeared on the runway with large pockets set on the back of the upper thigh. Blanket coats and muscle shirts kept with the frontier spirit.

Gene Meyer's wilderness was half a world away - in Siberia. "A collection for today's Cossack," the program notes read. Meyer showed duffle coats, backpack trousers - pants with a single, giant, three-dimensional pocket across the seat - and shearling saddle bags that strap across the chest.

Meyer's show had its festive side: Brightly colored, geometric print shirts and ties - what he's best known for - ended the show.

The statement: Sophisticated Ease. The professor, the art director. Think male Martha Stewart.

The labels: Polo Ralph Lauren, Joseph Abboud, Nicole Farhi, **Nautica** David Chu.

The clothes: An appreciation for luxurious fabrics and classic styles is a must.

This guy could live in Polo's wide-ribbed corduroy cargo pants (as long as they're not cropped), cable sweaters and suede jackets. Other options are wool turtlenecks in bottle green and ink blue from **Nautica** and tweed and houndstooth suit jackets by Joseph Abboud.

The statement: Boardroom and Courtroom. The attorney, the CEO and other suits.

The labels: Ralph Lauren Purple Label, Joseph Abboud.

The clothes: Conservatism continues to dominate the corporate world, and designers here proposed only

incremental changes to the uniform - blue and gray pinstripes.

Still, there were splashes of color. Ralph Lauren's Purple Label line featured charcoal pinstripes highlighted with lavender and pink shirts and ties. Joseph Abboud constructed a formalwear collection that, according to his show notes, meshed "British tailoring, Italian sensuality and French dandyism" with American sportswear.

Abboud's dinner jackets, tuxedos and evening robes appeared in a neutral palette of grays, ivory, bronze, black and silver. Some were patterned in velvet stripes, others in paisley.

**LOAD-DATE:** February 15, 1999

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*THESE CLOTHES MAKE THE MAN Columbus Dispatch (Ohio) February 16, 1999, Tuesday*

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Columbus Dispatch (Ohio)

**February 16, 1999, Tuesday**

**SECTION:** FEATURES - ACCENT & ARTS , Pg. 1E

**LENGTH:** 1867 words

**HEADLINE:** THESE CLOTHES MAKE THE MAN

**BYLINE:** Marshall Hood, Dispatch Fashion Reporter

**BODY:**

NEW YORK Seventh Avenue didn't take long to disprove the axiom that men's fashion is an oxymoron.

In only four days, to be precise, menswear designers previewed fall collections that will take the well-dressed fellow through the door of the new millennium.

The millennium bug has bitten many a designer showing menswear last week and womenswear this week. Designers seem intent on wanting people to dress up as they usher in 2000.

Joseph Abboud celebrates with pure elegance. His key influences: "British tailoring, Italian sensuality, French dandyism and the underlying foundation of modern American sportswear."

"This collection is a celebration of the return to proper menswear to tailoring, to elegantly cut suits and sport coats that emphasize and enhance the man's body," said Abboud, who launched his signature men's line in 1987.

No one does formalwear quite like Abboud. His dinner jackets in antique brass paisley, quilted black velvet and ivory flannel recall an era when men's evening attire easily outshone women's.

It would take a chap of great means and greater confidence today to pull off many of the designers' after-5 looks. But maybe every gentleman needs a zinc-and-onyx-striped velvet evening robe.

A bit less understated, but no less elegant, were Abboud's suits: natty things in oatmeal, pumice and dark honey, as well as traditional charcoal, navy and olive.

English tailoring touches suede jacket collars, houndstooth checks and fitted vests were plentiful, as were matching shirts and ties.

Abboud also showed a smattering of his equally elegant womenswear. But he ended his show on a high-testosterone note: sending down the runway a gold pickup truck through a cloud of smoke. The GMC Sierra and four other General Motors vehicles "created" by Seventh Avenue designers and unveiled this week are prizes in a sweepstakes to raise money for Concept: Cure, which funds breast-cancer research.

Ralph Lauren

It's good Ralph Lauren didn't try to get a truck up the squeaky freight elevator in the warehouse where he

showed his fall menswear. (The building is being converted into Lauren's first SoHo boutique.)

His dressy labels, Ralph Lauren and Purple Label, were no less uptown than Abboud's. A trim charcoal pinstripe suit with a pink (yes, pink) cashmere turtleneck was a standout. So were English country-inspired herringbone suits and hooded sweaters in purple, red, royal blue and green.

For his sporty Polo line, Lauren offered drawstring cargo pants and "expedition" parkas with more zippers and pockets than you can count.

#### Kenneth Cole

Cole's name is most often associated with his wildly popular footwear, accessories and backpacks-briefcases. His menswear, however, was one of the week's highlights.

Held in the newly renovated Grand Central Station terminal (the operative terming being grand), Cole's show previewed clothes that were young (but not too), modern and urban.

Black, gray and ivory un-colored much of the collection. There was little color in his slim-silhouette suits and "techno-utilitarian" sportswear. ("Techno-utilitarian" apparently means lots of black nylon, pockets and Velcro.)

Cole also is keen on hooded sweaters - a trend shaping up to be one of the season's strongest.

Cole's show included no motor vehicles, unless you counted the oncoming train projected on the runway backdrop. Instead, he ended his preview by sending out a trio of actor pals in outfits from his fall line: Kevin Bacon, Billy Baldwin and Jeremy Piven.

#### Ron Chereskin

Chereskin got into the actor trend, too, although many of the reporters in attendance couldn't tell one male-hunk soap-opera star from another.

Thanks to a handout description, one could determine that Michael Park (Jack Snyder from *As the World Turns*) was wearing the ruby viscose-Lycra jacket and cashmere turtleneck, and Terrell Tilford (David Grand from *Guiding Light*) was in the charcoal alpaca-mohair stadium coat, sweater jacket and wool-Lycra pants with ankle zipper.

Fellow *Guiding Light* cast member Ron Raines (a.k.a. Alan Spaulding) was turned out in a black wool peacoat sweater, charcoal cashmere hooded sweater and black sueded cotton pants.

Jonathan Sharp (Sergi Radzinsky) and Mark Mortimer (Nick Hudson), both studs from *Another World*, rounded out the showroom preview.

#### Nautica

David Chu hasn't reached the single-name recognition of a Ralph, Calvin or Tommy. But the designer behind the mega-successful and popular **Nautica** line continues to impress onlookers.

Chu's sportswear, suits and denim are designed with an eye toward the future with reverence for the past. On one hand, he showed traditional-flavored suits and sport coats in loden, wool and Harris tweed in caramel and ash grays accented with accessories in bottle green and ink.

On the other, he crafts his sporty, performance lines in rubberized microfleece and Kevlar nylon. And his clean and crisp denim reinterprets the uniform of the blue-collar worker.

**GRAPHIC: PHOTO:** , Associated Press photos, Above: A slim black Chesterfield coat with a velvet collar

over a tuxedo shirt and snowboarder pants, left, and snowboarder pants with a leather jacket, shirt and tie reflect the slopes-to-streetwear look. Both outfits are from Ralph Lauren's Polo collection., Below: From Joseph Abboud comes this alpaca wool coat with a mink collar, set off by an Ivory jacket, flannel trousers, and a herringbone shirt with matching bow tie and velvet slippers. Above: A charcoal poncho, left, makes a statement with Indigo denim jeans and a black silk tie; sharing the runway, an alpaca peacoat teams with slate wool military trousers. Both looks are from Perry Ellis., Right: Black floral print wool jeans blossomed at the Sandy Dalal runway show.

**LOAD-DATE:** February 17, 1999

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*No 'white shirt and tie' at this N.Y. Fashion Week showing Deseret News (Salt Lake City) February 17, 1999, Wednesday*

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Deseret News (Salt Lake City)

February 17, 1999, Wednesday

**SECTION:** Pg. WEB

**LENGTH:** 573 words

**HEADLINE:** No 'white shirt and tie' at this N.Y. Fashion Week showing

**BYLINE:** By Carol Deegan Associated Press writer

**BODY:**

NEW YORK -- Monochromatic, military-inspired, techno-utilitarian, athletic wear.

Whatever the look, it isn't the cliched "white shirt and tie."

You won't need to worry about what tie to wear when your suit, tie and shirt are all in the same shade or contrasting shades of black, gray or brown.

Or leave the shirt and tie in the closet and wear a crewneck, polo or turtleneck sweater.

Actor Kevin Bacon modeled a gray one-button pinstripe suit with a black polo sweater at Kenneth Cole's fall/winter 1999 menswear show, which was staged at Vanderbilt Hall at Grand Central Terminal. The show was the season opener for the semiannual Fashion Week, which continues through Feb. 19 at locations throughout Manhattan.

Cole's fall 1999 collection included denim jeans, jackets and worksuit; silver quilted bubble jacket with black jeans; and techno-utilitarian touches such as multipockets, fabric fasteners and nylon color blocks on elbows and knees.

Joseph Abboud's elegant oatmeal heather tweed hacking suit was worn with a sepia tattersall shirt and tie. The designer's houndstooth check five-button hacking suit was worn with a houndstooth check shirt and matching tie.

Abboud's collection also included a wool/cashmere officer's jacket worn with a cashmere V-neck sweater and corduroy trousers, and an officer's collar coat with velvet trim.

Ralph Lauren's fall/winter collection includes military-inspired cashmere toggle coats and watch caps; brown jackets and wide-leg trousers inspired by authentic English hunting gear; slim Chesterfield coats with velvet top collars; and cashmere drawstring pants.

If the pulled-together look is too pulled together for you, Lauren suggests throwing on a white tuxedo shirt and dark Chesterfield coat over dark military-inspired snowboarding pants. You can even add a narrow tie

David Chu for **Nautica** took skiwear off the slopes and onto the streets. He dressed his models in clothes fit for the coldest weather: enormous parkas in orange and navy nylon, and nylon snowboarding pants and

overalls.

Chu wasn't afraid to mix colors: a green Harris tweed topcoat was paired with a brown wool hooded sweater and charcoal wool drawstring pants. A burgundy Harris tweed topcoat was worn with a green wool crewneck sweater, blue-and-purple striped shirt and navy wool pants.

Denim had its place on the runway with jean jackets and pants with wide, rolled-up cuffs.

Workmen's overalls, ankle-zip pants, military flight suits, cargo pants and bike messenger sweaters and jeans were there, too.

John Bartlett's menswear collection included utility aprons, steelworker's pants, sailor pants, military-inspired padded peacoat, elongated bomber jacket, army CPO shirt; artist's pants, cotton outback duster and wool serape.

Twenty-two-year-old Sandy Dalal dressed his models in a brown wool turtleneck with red tartan wool trousers and brown leather blazer; a brown zip sweater with a navy floral wool jacket and ivory moleskin jeans; and a beige raincoat worn with black embossed velvet jeans with paisley trim.

Last summer, Ron Chereskin rode through the city in a double-decker bus, scooping up male tourists for fashion make-overs.

For his fall/winter collection, he hired actors from three daytime soap operas for informal modelling at his Fifth Avenue showroom.

Also showing their menswear collections during Fashion Week: DKNY, Cynthia Rowley, Tommy Hilfiger and HUGO Hugo Boss.

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*'Utility apron' new for men Designers full of imagination The Denver Post February 17, 1999 Wednesday*

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**February 17, 1999 Wednesday 2D EDITION**

**SECTION:** LIVING; Pg. F-04

**LENGTH:** 662 words

**HEADLINE:** 'Utility apron' new for men Designers full of imagination

**BYLINE:** By Francine Parnes, Denver Post Fashion Editor

**BODY:**

NEW YORK - This fall's man of style wears a "utility apron" (read: skirt) by designer John Bartlett, or goes bare-chested in a red taffeta ballskirt, seen on the runway of Cynthia Rowley.

That is, if he succumbs to trends tallied at the menswear designer previews that wrapped up Sunday in New York.

But other looks abound. Gray represents the preferred palette. Cashmere practically blankets everything, from the ubiquitous drawstring pant to jeans by designer Sandy Dalal.

To greet fall in style and forge ahead with their first collections of the new millennium (fall '99-winter 2000), designers served up novel takes and twists on traditional items.

Ralph Lauren, for example, designing for his Polo line, pairs snowboarding pants with a white oxford shirt and narrow tie. Wear it on the slopes? Or to the office? Your guess.

The military mood isn't going away any time soon, either. Gene Meyer offers army green T-shirts and deep-pocket duffel coats, while Ralph Lauren has vintage-looking military toggle coats in cashmere, and John Bartlett has "army ultralite cashmere CPO shirts." And don't rotate the cargo pants to the back of the closet just yet.

Then there's that passion for pockets.

Kenneth Cole likes them so much, the witty designer (whose ads read, for instance, "Almost as many suits are tried in the courtroom today as the dressing room") features special pockets in pouch bags, vests and coats. Any place you can tuck a cell phone, there's a pocket.

"Fashion is urban military," says Cole. "Today we're all very practical and sensible in our approach to dressing. We take our work with us, and we need a place for our phone and Palm Pilot. The pockets are your mobile home that travels with you."

Another trend is the category that designers call "utility" clothing. That's functional sportswear and athletic looks, but often recast in luxurious fabrics. They translate into drawstring pants (in gray wool, both at **Nautica** and Perry Ellis), hooded sweaters (in charcoal cashmere at Ron Chereskin), and suits at DKNY that close with adhesive or magnets, which Karan refers to as "industrial hardware."

One of the simplest approaches to style - which gets bonus points for ease of dressing - comes from Kenneth Cole, who showed neckties made from the same fabric as the suits themselves. Cole is hoping to market the ties along with the suits.

While you may think the perfect-match notion is just this side of Garanimals, Cole, who runs a \$ 220 million wholesale company, certainly knows how to market his clothes.

The final three models in his show were Kevin Bacon, Billy Baldwin and Jeremy Piven of ABC's "Cupid." In case you missed the show, the live Webcast can be found on [www.kennethcole.com](http://www.kennethcole.com), which also includes some rounds of backstage eavesdropping.

Ron Chereskin is likewise no slouch when it comes to celebrity star power. He showed off his collection to its best advantage by presenting it on 15 male cast members of "As the World Turns," "Another World," and "The Guiding Light."

"We're used to seeing mannequins who just stand there dead or alive, and (the soap stars) had personalities that came to life and brought Ron's clothes to life as well," says Ernestine Sciafani, a company spokesperson.

Chereskin calls his collection "casual glamour." For him that means simple shapes, such as turtlenecks in cashmere and sports jackets in alpaca/mohair.

Some fabrics are futuristic. David Chu, designing for **Nautica**, offers rubberized hooded jackets, pullovers and parkas. He calls it "a new surface treatment that provides protection against the elements of late 20th century life."

Some designers, including Joseph Abboud, John Bartlett, Donna Karan and Cynthia Rowley, presented both their women's and their men's collections on the same runway.

"It adds a whole other dynamic and dimension to showing clothes," says Abboud. "You get a purer vision of what a designer is trying to say because it's like real life."

**GRAPHIC:** PHOTO: Kenneth Cole's designs were big on pockets - in pouch bags, vest, coats. PHOTO: Associated Press /Richard Drew Snowboarder pants with leather jacket were part of the offerings at the Polo Ralph Lauren show.

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*Classically trained; Designers give men an elegant look Chicago Sun-Times February 17, 1999, WEDNESDAY, Late Sports Final Edition*

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**February 17, 1999, WEDNESDAY, Late Sports Final Edition**

**SECTION:** FEATURES; Pg. 27

**LENGTH:** 578 words

**HEADLINE:** Classically trained;  
Designers give men an elegant look

**SOURCE:** STUART RAMSON; ASSOCIATED PRESS; RICHARD DREW

**BYLINE:** BY LISA LENOIR

**DATeline:** NEW YORK

**BODY:**

San Francisco Mayor Willie Brown understands how to dress well.

His sense of taste was clearly evident in the clothes he wore at Donna Karan's DKNY show here Sunday: A soft, supple camel alpaca overcoat, a dark suit with the right shirt and tie, and a black hat with a red feather on the side.

Truly sharp.

"Clothes cover up all the warts and all the bad things," he said with a smile.

But he takes his appearance seriously by wearing nothing but the best names in menswear: Brioni, Sulka and Issey Miyake.

"So many designers are paying more attention to men's clothing, giving them more than the white shirt, wing tips and the navy suit."

Now it doesn't mean he won't slip into the old, conservative dark suit, white shirt and tie routine periodically.

"I am so phony, you'll see me in town wearing a navy suit for a speech."

Brown and so many other men are witnessing a return to classic elegance in menswear. The casualization of society -- which grew out of dress-down Fridays -- liberated some and stifled others.

The suit and tie uniform suddenly took a back seat to jeans, khakis, polos and sport coats.

And this caused problems. Men started showing up for work in bizarre combinations that lacked professionalism and panache.



Gregg Andrews, Nordstrom's central states fashion director, said he can't count how many times people call his office to seek advice about what is considered proper menswear attire for the workplace.

"Men used to have just the suit, shirt and tie. They never had this other (casual) wardrobe."

Things just became easier, judging from the fall '99 menswear collections. Alpaca overcoats, Herringbone and Donegal tweeds in neutral-colored suits with subtle hints of color interwoven for contrast, high-glazed leathers, slightly narrow trousers, cashmere polos and chunky, sweaters provide order and structure to a man's wardrobe.

Joseph Abboud pulled elements from traditional British tailoring, Italian luxury and French dandyism. A paisley, velvet peak lapel dinner jacket with evening trousers and a light birch wool crepe suit with a cashmere polo and suede shoes provide a sense of richness.

"We are seeing a lot of patterns and a renewed sense of classicism," said Andrews. "Abboud's collection was definitely about being lord of the English manor but at different hours of the day."

No one marries casual cuts and traditional tailoring better than Ralph Lauren. An olive green suit, paired with a cashmere purple sweater, is the epitome of high style without being stuffy.

Lauren's collection, which showcased models perched on an elevated platform, gives a clear understanding of his design focus. A black overcoat with a velvet collar appeared on a Wall Street-type dressed to the nines in a Purple Label suit and on a casual male in Polo Sport snowboard pants, sneakers, a blue pullover sweater and a quilted jacket.

Regardless of individual needs, Lauren's clothes hit the mark.

"Whether he's the sophisticated Wall Street banker or the independent film guy, it is all about lifestyle and how he identifies himself," Lauren said.

Because men are considered more casual today, the designer said he tried to extend his collection to meet those varying needs.

David Chu's **Nautica** line, which added elegance to clothes inspired by our nation's blue-collar workers, also met this directive.

"Men wear so many things today," Lauren said. "And it doesn't have to do with age, but with attitude."

**GRAPHIC:** LEFT: An electric green tweed hand-knit sweater and tarp cotton pants are modeled at the Donna Karan's DKNY show. ABOVE: Models take to the runway in the finale of the **Nautica** Fall '99 by David Chu presentation in New York. The final segment of the show featured **Nautica's** Couture Workwear collection. Designer Ralph Lauren poses with models wearing designs from his fall '99 Polo collection, shown in New York. Joseph Abboud's fall collection includes a black alpaca wool coat with mink collar over a dinner shirt and matching bow tie.

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*YOUNG AMERICANS DESIGNERS SHOW EUROPEANS THEIR YANKEE INGENUITY Rocky Mountain News  
(Denver, CO) February 18, 1999, Thursday*

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Rocky Mountain News (Denver, CO)

**February 18, 1999, Thursday**

**SECTION:** Mille Highstyle; Ed. FINAL; Pg. 5S

**LENGTH:** 1336 words

**HEADLINE:** YOUNG AMERICANS  
DESIGNERS SHOW EUROPEANS THEIR YANKEE INGENUITY

**BYLINE:** Suzanne S. Brown, News Fashion Editor

**BODY:**

Guys, brace yourselves.

If the clothes that designers are showing here make it into stores come fall, you're going to be wearing silver down jackets and hooded sweaters, drawstring waist pants and silk jersey T-shirts.

Such established designers as Kenneth Cole, Joseph Abboud and David Chu for **Nautica** were joined by newer designers R. Scott French, Sandy Dalal and Gene Meyer in showing their fall collections here last week before an international audience of media and retail buyers.

It was the first time the American fashion industry kicked off the global season, and the first time both men's and women's collections were shown during the same week. Last year, a handful of designers here upset the International fashion schedule in September when they showed before the Italian, French and English. They did so to dispel notions that American design lags behind that of the Europeans or is lacking in innovation.

The truth is that fashion is now a global phenomenon, both in distribution and design. Many companies based here ship their suits to stores around the world. And no matter where a trend begins, through the Internet and high-speed communications it's instantly at the fingertips of anyone with a computer, a modem and the desire to find it.

Kenneth Cole hammered home the point last week by showing his menswear collection live on the Internet at the same time it was being presented to several hundred people in Vanderbilt Hall at Grand Central Station. He might not have drawn the millions who logged on recently to see Victoria's Secret's lingerie show, but he proved that fashion is accessible. (You can see it yourself at [www.kencole.com](http://www.kencole.com).) While he's best known for his shoes and accessories, Cole also designs clothes for a young, hip man who isn't afraid of fashion but doesn't want to be too far ahead of the pack, either. For fall, the designer is offering dark rinse jeans and cargo denims, quilted vests and shirt jackets.

Cole also dresses men for the office. Three- and four- button suits in pinstriped or gray wool are cut narrow through the shoulders and body for a contemporary look. The designer is fond of aphorisms, and he displayed witty sayings on a screen during his presentation. Toward the end of the show, one came on stating, "17% of celebrities use their fame for good causes. 100% think it's a good thing." With that, actors Kevin Bacon and Alec Baldwin strode onto the stage in

outfits by Cole, earning applause from the audience.

Several other designers used celebrities and "real men" in their shows as well to demonstrate that these clothes aren't intended just for models. Of course, the actors, athletes, doctors and firefighters who walked the runways tended to be better physical specimens and more successful than the average Joe, but you have to give the designers credit for trying to make a point.

For his first menswear line, R. Scott French recruited a cast that included pitchers John Franco of the New York Mets and Bret Saberhagen of the Boston Red Sox (and formerly the Colorado Rockies). Whether or not you'll actually see these guys off the mound in such outfits as stretch drawstring trousers and bright blue shirts with hot pink silk ties remains to be seen.

Ron Chereskin had actors from three daytime soap operas wear outfits from his new Studio Line of luxury sportswear. From Guiding Light, Ryan Brown, who plays Bill Lewis, dressed in a felted wool hooded top and pull-on pants, while Terrell Tilford, who plays David Grant, wore a gray alpaca and mohair stadium coat over a sweater jacket and stretch wool pants.

"These clothes are for successful, self-confident guys who are looking for something special," Chereskin said of his collection, which will sell for \$300 to \$1,200. "Men don't change their wardrobe every season - they add to it - and these are the kinds of pieces that they can keep and wear for years." Chereskin said he thinks comfort is a big priority with men today, so he included a number of cashmere and merino wool sweaters, as well as pants with Lycra so they'll stretch and be easy to wear.

David Chu for **Nautica** is another forward-thinking designer. The fabrics he used often were coated to provide protection from the elements and add a modern edge. Rubberized micro-fleece was used for hooded pullovers, and a Teflon coating was added to a wool parka. Chu's nylon hooded parkas looked warm enough for Arctic expeditions - or a run down Bradley's Bash at Winter Park - and he did a twist on workwear in navy blue, olive and "safety" orange. Dark denim was used in workshirts, carpenter jeans and shirt jackets.

Joseph Abboud's collection was geared to a man whose leisure hours might be spent at elegant dinners, judging from the rich black velvet jackets, pleated formal shirts and silk paisley scarves he showed. While many designers are looking to the future, Abboud isn't afraid to reference the past with British tailoring, fine fabrics and dandified touches.

Other designers presenting their takes on men's fashion included Sandy Dalal, a 23-year-old who has been hailed as an up-and-coming talent. Among the fashion-forward looks in his collection were leather biker jackets over pinstriped wool suits, wool and alpaca hooded topcoats and stretch wool jeans.

The Perry Ellis line has been designed for the past four years by Jerry Kwiatoński, who's known as Jerry Kaye. For fall, he used color more adventurously than most designers did, including such combinations as a "root beer" wool coat with a dill funnel-neck sweater and eggplant pants.

Men might balk at wearing their pants two inches short and probably won't go for his oversized ponchos, but Kaye's sweaters and boxy jackets looked fresh.

Gene Meyer found inspiration for his fall line in Russia, saying it was a collection designed for "today's Cossack, one that blankets our individual buried treasures and protects our Siberian souls." Translated into non-fashion parlance, he created a lot of expensive coats and sweaters. A brown shearling coat was edged in Mongolian lamb, astrakhan was used for a duffel coat and T-shirts and sweaters were in alpaca.

Another designer catering to a luxury clientele is Everett Hall, whose list of customers includes Nelson Mandela, Charles Barkley and Stanley Turrentine. He offered impeccably tailored, broad-shouldered suits in Italian windowpane wools, iridescent silk and superfine wools. Unexpected color combinations such as navy with antique gold and cappuccino with cream set the suits apart from all the charcoal gray that has blanketed the runways. Richly colored silk print ties and ascots and Charmeuse shirts were other elegant

touches.

And for those who care about sartorial details, Hall showed his four-button suit jackets with the bottom two buttons unfastened.

# INFOBOX

Trends to watch

Among the ideas that designers are promoting for next fall and winter:

- \* Drawstring waist pants. Ralph Lauren showed them in cashmere, and such designers as Jerry Kaye for Perry Ellis did them in wool.

- \* Ponchos, in plaid wool by Perry Ellis.

- \* Hunting vests, in quilted nylon by Kenneth Cole and suede by Perry Ellis.

- \* Millennium materials, such as rubberized canvas, Kevlar nylon and Teflon-coated wool, by David Chu for Nautica.

- \* Felted fabrics, including wool, cotton and cashmere.

- \* Fur and velvet trims on coat collars.

- \* Activewear with a technical edge. Lauren introduced RLX, a new line of sport-specific clothing. But he likes it mixed with sportswear, as in snowboarding pants worn with an oxford shirt.

- \* Hoods on sweaters and coats.

- \* Stretch fabrics in tailored clothing, such as suits and jeans.

- \* Bright colors, such as acid green, hot pink and yellow.

- \* The "Body Bag," a slimmer version of the old fanny pack. Bags were shown strapped around the waist, worn holster-style on the leg, or slung diagonally across the body.

- \* Matching shirt and tie colors and fabrics.

# NOTES:

NEW YORK FALL 1999

Related color photo p.15

SEE END OF TEXT FOR INFOBOX

NEXT WEEK: Look for a full report on the women's wear shows in next Thursday's Mile HighStyle section.

# GRAPHIC: Color Photo (4), Photo (2)

Ralph Lauren used vivid colors in sweaters worn with tailored clothing inspired by English hunting gear..

FILE: LEAF - UNAVAILABLE

CAPTION: The Dalal show, designed by 23-year-old phenom Sandy Dalal, reveals cotton biker jackets, an orange cashmere sweater and plaid cotton trousers. . FILE: LEAF - UNAVAILABLE

CAPTION: Designer Ron Chereskin, center, jokes with actors Eric Morgan Stuart, left, and Michael Park of As the World Turns. Chereskin's collection includes sweater jackets of merino wool and lycra-enhanced jackets and pants. . FILE: LEAF - UNAVAILABLE

CAPTION: Joseph Abboud's fall men's line updates the double-breasted suit with suede collars and microsuede trousers.. FILE: LEAF - UNAVAILABLE

CAPTION: Below, A parade of Perry Ellis menswear, designed for the past four years by Jerry Kwiatoewski,

lines a New York runway. His fall colors are more adventurous than other designers.. FILE: LEAF - UNAVAILABLE

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*In marketplace, they're no longer such a great fit* *The Boston Globe February 23, 1999, Tuesday*

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**February 23, 1999, Tuesday ,City Edition**

**SECTION:** NATIONAL/FOREIGN; Pg. A1

**LENGTH:** 863 words

**HEADLINE:** In marketplace, they're no longer such a great fit

**BYLINE:** By Chris Reldy, Globe Staff

**BODY:**

In the 1960s, Levi Strauss & Co. emerged as the outfitter of the baby boom. But now, in middle age, boomers don't buy jeans as much anymore, and their children would sooner listen to the Beatles or swoon over Marlon Brando than wear the brand of jeans once so beloved by their parents.

"Kids won't go near Levis," said Kurt Barnard, president of Barnard's Retail Trend Report. "It's not cool to wear them."

The loss of youthful cachet once associated with Levis is only part of the problem. Fashion shifts to baggier styles and the saturation of the market with trendier and cheaper jeans also help explain why the venerable company is struggling.

Yesterday San Francisco-based Levi's, whose brands include Dockers and Slate, announced it will shut down 11 of its 22 plants in the United States and Canada and lay off 5,900 workers, or 30 percent of its North American work force. The cuts will leave Levi's with 14,000 employees in North America and follow the closing of 13 US plants and elimination of 7,000 jobs last year.

Many of Levi's rivals have their denim apparel made overseas, where labor costs are cheaper. Yesterday's layoffs are part of Levi's strategy to move more of its operations overseas, too.

"We are probably the last major US-based apparel manufacturer with a substantial amount of its production still in company-owned factories in North America," Levi's chairman and chief executive Robert Haas told Bloomberg News.

According to Levi's lore, the company sold its first pairs of jeans to miners and cowboys in the 1870s. In the fashion industry, however, having a rich corporate heritage may be far less important than having a brash, youthful attitude.

Levi's had plenty of attitude once. In the 1950s, Levi's denim was the uniform of the rebel - a rebel who took fashion cues from such movie stars as Brando and James Dean. In the 1960s, the company's jeans became the uniform of the baby boom generation, and Levi's dominated the market.

Teens in the 1990s want to rebel just as much as the teens of earlier generations, but they want their own heroes - and they want their own jean brands.

"Levis now represent the establishment," said Mike Toth, president of Toth Brand Imaging, a Concord firm that has created ads for the such fashion brands as Tommy Hilfiger and **Nautica**. "And [rap star] Snoop Doggy Dogg is today's Brando."

Levi's problems aren't just about being trapped on the wrong side of a fashion cycle and a generation gap; they're also about a proliferation of rivals.

Thirty years ago, there seemed to be only a handful of denim brands - Levi's, Lee, and Wrangler. And when it came time to buy jeans, the only fashion decision a consumer faced was whether to buy a straight-legged pair of jeans or ones flared to accommodate cowboy boots.

But today's denim consumer can select from a variety of brands and a multitude of fashion choices.

Now vying with older jean brands are many department-store chains such as Sears, Roebuck and Co. and J.C. Penney Co., which have their own private-label brands of denim clothing. Other retailers ranging from J.Crew to Brooks Brothers have their own jean lines. Generally made overseas, these products are often much cheaper than a pair of Levis.

Meanwhile, fashion companies such as Tommy Hilfiger Corp. and FUBU have been avidly wooing teens and carving out niches from the larger denim market.

One brand, Unionbay, aims at younger teens who are involved in skate-boarding and other extreme sports. And Gap Inc. has convinced kids that it can be cool to wear khaki and cargo pants.

While rivals experimented with new styles, Levi's stuck with the tried and true. And while rivals looked to cut costs by using overseas factories, Levi's continued to make much of its clothing in the United States.

Levi's recent woes are reflected in its financial results. Sales fell to \$6 billion last year, down 13 percent, and its share of the US jeans market, estimated at just under 15 percent, has been eroding.

On the local front, Levi's troubles have hurt Designs Inc., a Needham-based retailer whose stores rely heavily on Levi's styles.

Trying to right itself, Levi's implemented big layoffs in Europe last year and launched new ad campaigns. One taunted denim rivals: "Our models can beat up their models."

Another campaign, called "What's True," seeks to win over some of the teens who now wear rival brands by stressing Individualism. In one ad, featuring a youth sporting dreadlocks and wearing a baggy pair of Levi's jeans, the punch line is "Conformity breeds mediocrity."

But as it attempts to shift gears, one big question remains: Can a nearly 130-year-old company win favor with the fickle teens of the late 1990s?

At Teen Research Unlimited, a Chicago-area consulting firm that tracks teen spending, the outlook for Levi's recapturing its former coolness does not seem promising.

"Most teens still own a pair of Levis," said Jill Kilcoyne, the firm's research manager. "But they wear their Levis just around the house. When they want to go out and make a fashion statement, that's when they put on Tommy Hilfiger or FUBUs."

**GRAPHIC:** PHOTO, A vintage pair of Levi's from around 1900. The company plans to shut 11 of 22 North American plants, cutting 5,900 workers.

**LOAD-DATE:** February 23, 1999

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*Menswear splits between high-tech utilitarian and cheerful, colorful clothes Detroit Free Press February 25, 1999, Thursday*

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Detroit Free Press

**February 25, 1999, Thursday**

**SECTION:** LIFESTYLE

**KR-ACC-NO:** K6745

**LENGTH:** 1337 words

**HEADLINE:** Menswear splits between high-tech utilitarian and cheerful, colorful clothes

**BYLINE:** By Holly Hanson

**BODY:**

NEW YORK \_ The year 2000 looms, and with it, the chance to define the future.

As New York's top menswear designers see it, there are two ways to proceed. You can swathe yourself in cozy sweaters and vibrant colors, looking ahead with cheerful anticipation. Or you can strap on a utility vest, slip into a high-tech parka and prepare to fight the future, whatever darkness it may bring.

The fashion forecast for fall 1999 menswear comes down to those two choices: Mr. Rogers or Mad Max, with very little in between.

But perhaps those two moods reflect the global mind-set as 1999 winds down. Some are gearing up for the chaos they expect, socking away supplies, arms and cash. Others see the future as a blessing to be celebrated, full of potential and promise.

So it comes down to the survivalists and the optimists.

The survivalists can be a dreary bunch. They tend to see the world in a bleak, stark light. Naturally, they believe that the wardrobe for such a future must offer protection first and foremost. That waterproof, wind-resistant parka may be lined with fleece, but the outer shell is tough and impermeable.

The undisputed leader of this movement is Helmut Lang, whose clothing is so tough it makes some people uncomfortable. It's a black cashmere T-shirt slashed at the elbow, paired with black leather motocross pants with padded knees and a built-in utility belt. A black leather jacket tops things off, and black fingerless gloves add a sinister, ready-for-anything look.

Lang has plenty of company.

Kenneth Cole may send celebrities down the runway, give his time to worthy causes and inject humor in his ad campaigns, but his clothes are sleek, stark and mostly dark.

Black and gray are his favorite colors. His jeans are mud-stained, as if they'd already seen combat, and he arms his men with strap-on holster bags and satchels.



Cole's approach, though, is relatively low-tech; his men are armed to do battle on the subway or the freeway. In contrast, **Nautica** men are dressed to battle the elements. Designer David Chu offers parkas of every size and description, outfitting them with high-tech hoods and snow shields. He even offers a bit of high-gloss color — a couple of jackets in blaze orange.

There's also some orange in the collection of Maurice Malone, but it's in the form of straps used to cinch on a mean-looking utility vest. Malone's "Blade Runner" collection is down and dirty, most notably for its utilitarian coveralls and military details.

The military look is also a continuing theme for John Bartlett, who outfits his men in commando pants and officer's coats. His world is olive drab and charcoal gray.

That, too, is Marc Jacobs' favorite color range. His boxy sweaters and rumpled pants may be made of luxurious cashmere and the finest wools, but they come in dull gray shades that have virtually no personality. For Donna Karan, the future is a mist of ice blue, off-white and pale gray, the lifeless colors of DKNY, her lower-priced label. Her coats are lined with the softest fleece, but the tough outer shells are ponyskin, leather or coated cotton, and the closures are industrial and coldly metallic.

Gene Meyer looks to the past with his collection, "In the Shadow of the Winter Palace," and he fills it with references to Cossacks and Siberia. To combat the elements, Meyer provides shearling coats with rough edges, waterproof ponchos and duffel coats, and lots of layered sweaters, surprisingly delicate in mohair or alpaca. Beautifully beaded shirts come in soft blues and aquas, perhaps a hopeful sign. But no, there's also the "Shirt of the spilled blood," with circles beaded in ruby red.

Even Cynthia Rowley, who has always seemed the essence of sweetness and light, is caught up in that harder edge. Her men wear black sweaters trimmed with leather strips and parkas paired with long johns.

But then there are the optimists.

They've got parkas and high-tech fabrics too, but they've also got color. Bright, cheerful color that gives an instant lift to black, charcoal, camel or navy — the basics in a man's wardrobe.

These guys have taken that Prince song to heart: "Tonight we're gonna party like it's 1999."

Ralph Lauren might not seem like the king of optimism, fond as he is of elegant business suits and the carefully controlled look of rustic New England decor. But he has a festive side, and it's on display for fall. He likes those charcoal, hand-tailored suits with crisp shirts and silk neckties in lovely shades of pink and lilac. For casual wear, hooded sweaters in yellow or turquoise or red or green layer under leather jackets or even under one another, so that a contrasting color peeks out at neck and wrist. It's a lively and festive look.

When it comes to throwing parties, Tommy Hilfiger is right there in it. He staged his fall fashion show at Roseland, a legendary dance hall, and hired the band Sugar Ray to provide live music. "Fly" is their big hit, and it resonated in the background as models appeared in Hilfiger's mix-and-match vision. A motorcycle jacket pairs with proper cashmere trousers. A French cuff shirt with whip-stitched leather pants. A black nylon zip-front shell acts as the shirt under a black cashmere one-button suit.

There's an appealing freedom in this type of clothing, and that's its cheerful message.

Jason Bunin, a young designer from Farmington Hills, Mich., offered a collection built around the way a man might look the morning after a great party — hair askew, shirt unbuttoned, jacket slightly rumpled. It's a sexy collection, with see-through jackets, button-fly leather jeans and rubberized shirts with a slash at the shoulder or chest. (Got a nipple ring? Here's how you show it off.)

Bunin's fabrics are rich in texture: shimmery cellophane velvet, frazzled denim, fuzzy mohair. There's lots

of color, as in the iridescent velvet jackets in rust or amethyst, or the fitted shirts in lavender or yellow. And there's also humor. A Mongolian lamb vest looked as if it could have come right out of Sonny Bono's closet, circa 1965.

If you invite Marc Buchanan to the party, he'll bring the tunes. His rockin' runway show featured customized music whose lyrics were various raps on the words "Pelle Pelle," the name of his Auburn Hills, Mich.-based fashion company.

Buchanan doesn't design clothes so much as he designs logos, and then he plasters them on such hip-hop hits as oversized sweatshirts, jean jackets, track pants, argyle sweaters and bubble coats. It all looks great, though, especially the intricately stitched leather jackets with lions, leopards and other jungle cats on the back.

When young men grow out of hip-hop clothes, they might want to grow into the clothes of Sandy Dalal, who blends an uncommon talent for tailoring with the sort of whimsical, anything-goes approach that works so well for the young. So why not put a padded biker jacket over a floral sport coat? Or slip a hooded sweater under a velvet tuxedo? Dalal is clear proof that men's fashion can be an awful lot of fun.

It can also be elegant, beautiful and entirely non-threatening. Joseph Abboud has always contended that men need not be embarrassed to show an interest in clothes, and he always gives them plenty to appreciate. Defying the usual runway pattern, Abboud opened his show with the most luxurious evening wear. He dressed his men in sheared mink coats, velvet tuxedos and chenille dinner jackets, setting them off with a host of perfect accessories: velvet evening slippers, silk fringed scarves, paisley vests and herringbone neckties stitched from the same fabric as the evening shirts.

Then he moved on to cashmere sweaters, hacking jackets and go-to-work suits before finishing with another round of party wear.

Now here's a guy who's got his priorities straight. Party first, party last. We approve.

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**JOURNAL-CODE:** DE

**LOAD-DATE:** October 12, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*FURNISHING A SEA CHANGE; A RAFT OF NEW RETAILERS ARE REDRAWING THE FURNITURE LANDSCAPE, AND MANY TRADITIONAL STORES ARE SUFFERING. Chicago Tribune February 28, 1999 Sunday, CHICAGOLAND FINAL EDITION*

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Chicago Tribune

**February 28, 1999 Sunday, CHICAGOLAND FINAL EDITION**

**SECTION:** BUSINESS; Pg. 1; ZONE: C

**LENGTH:** 1340 words

**HEADLINE:** FURNISHING A SEA CHANGE;  
A RAFT OF NEW RETAILERS ARE REDRAWING THE FURNITURE LANDSCAPE, AND MANY TRADITIONAL STORES ARE SUFFERING.

**BYLINE:** By Susan Chandler, Tribune Staff Writer.

**BODY:**

When Crate & Barrel founder Gordon Segal rebuilt his store in Wilmette's Plaza del Lago to sell furniture a decade ago, it didn't send much of a shiver through the U.S. furniture industry.

After all, the furniture business was highly fragmented. Regional department stores and interior decorators controlled the better end of the business. At the low end, small local chains such as Nelson Brothers Furniture hawked inexpensive bedroom sets and dinettes, stressing deep price discounts and easy payment plans.

They all should have been paying more attention.

Today, Crate & Barrel has become a furniture powerhouse. This year, its offerings of overstuffed chairs and painted armoires will comprise close to 30 percent of its estimated \$500 million in 1999 sales. That's triple the percentage furniture represented a few years ago.

"We've never had business better. People are traveling more, seeing more and being more conscious of it. When there's demand for change, some retailers step up to it," Segal said.

Crate & Barrel isn't alone in sensing the need for change. A raft of new retailers are redrawing the furniture landscape, and many traditional furniture sellers are suffering.

Department stores have seen their market share erode, although some, such as Marshall Field's and Carson, Pirie Scott & Co., have fought back by building their own free-standing furniture stores and promising higher levels of service.

Low-priced chains have been hit even harder. Levitz Furniture Inc., the country's second-largest furniture seller, is operating under bankruptcy protection and liquidating 27 stores in eight states.

Heilig-Meyers Co., the nation's largest furniture chain with \$2.5 billion in sales, also is in serious financial trouble. The Richmond, Va.-based retailer, which owns John M. Smyth Homemakers warehouse chain here, lost \$55.1 million last year.

And just last month, Sears, Roebuck and Co. completed the fire sale of its money-losing HomeLife furniture unit. Only a few years ago, Sears was touting its free-standing chain as one of the retailer's most promising growth opportunities.

The sofa shakeout is likely to continue and could even accelerate, industry experts predict. That's because after strong growth in the mid-1990s, household furniture sales are expected to increase only an average 1.7 percent a year for the next five years.

But hard times for the industry's big boys aren't worrying the growing litany of new heavyweights, which include Pottery Barn Inc., Room & Board, Restoration Hardware Inc., Ikea, Pler I Imports and Z Gallerie.

The furniture business is so attractive now that even some apparel-makers such as **Nautica** and Polo Ralph Lauren are getting into the game with home collections that include everything from couches to armchairs.

Segal compares the dynamics to the natural cycle of rebirth in a forest. "The old growth is dying off, and the new growth is popping up."

To be sure, economic conditions couldn't be much better to sell home furnishings. New homes are being built in record numbers, real wages are rising and Baby Boomers have more disposable income than ever.

As many retail experts have previously noted, Boomers are choosing to spend a lot of that cash on decorating, remodeling and expanding their homes.

"These people have been through their first wave of furniture a long time ago. Their taste level is changing, their needs are changing," said Sid Doolittle, partner with McMillan/Doolittle, a Chicago retail consulting firm.

That transformation is the inspiration for a category of furniture sellers that offer a fresher, more stylish look, often with retro overtones. Some traditional furniture-makers refer to these relative upstarts as "point of view" players.

This new group may share an attitude but they are not carbon copies of each other. Northbrook-based Crate & Barrel mixes its casual furnishings with everything from whisks to champagne flutes to skillets.

Restoration Hardware, which hails from Corte Madera, Calif., brags about its extensive collection of drawer pulls and lamps in addition to its sleigh beds and dining room tables. But if you want a set of dishes or flatware, you need to shop elsewhere.

San Francisco-based Pottery Barn is heavy into candles, pillows and dishes, but also offers coordinated room settings with everything from couches to rugs to window treatments.

Sweden-based Ikea serves up a panoply of products ranging from ready-to-assemble furniture to upholstered couches to bath rugs to glassware. Its giant 400,000-square-foot store near Woodfield mall in Schaumburg is testimony to the company's philosophy of "democratic design"—furnishings can be well-made, clean-lined and affordable at the same time.

In fact, what all these stores have in common is tasteful furnishings at mostly moderate prices, consultants say.

"The companies that are successful are those that are seeing things through the customers' eyes. They are really making sure that they satisfy their needs in all respects," said Steen Kanter, a retail business consultant in Raleigh, N.C., and former president of Ikea U.S.

"The companies that are having trouble are the ones focused on good credit terms rather than good products. People are seeing through that."

Still, the influx of new entrants hasn't spelled the end for traditional furniture merchants. After reinventing itself and updating its products in the 1990s, Ethan Allen furniture is doing strong business around the country.

And there is still room for regional furniture specialists. In the Chicago area, Walter E. Smithe Custom Furniture is expanding. The 53-year-old Itasca-based family business doubled the size of its Naperville store last fall and is adding new stores in Geneva and Crystal Lake in 1999.

In addition to selling high-quality furniture, Walter E. Smithe spends time and money training in-store designers who "help people sort through the minefield of furniture shopping," said Walter E. Smithe III, the company's president.

His 11-store company is able to compete with national chains such as Pottery Barn by providing better service, he said. The store's designers are available to travel to customers' homes. Once the customer makes a choice, Smithe provides written lifetime product guarantees and delivery in about a month. And if something isn't right when the furniture is unwrapped, Walter E. Smithe sends out a service van, often the same day.

"We delivered tens of thousands of orders last year, and no one is suing us," Smithe said.

That might not sound like much of an accomplishment, but the furniture business, more than most retail segments, is renowned for poor customer service and delayed delivery dates. In many cases, customers wait months for furniture that never arrives or comes damaged.

The renaissance in furniture retailing is perhaps nowhere more apparent than in Chicago's Lincoln Park. Crate & Barrel's new Chicago flagship opened there in June with two of three floors devoted to furniture.

Restoration Hardware and Z Gallerie are building stores side by side only a stone's throw away on North Avenue. When the stores open in early July, it will become Restoration's fifth Chicago-area outlet and Z Gallerie's fourth.

Pottery Barn is planning a new store across the street. And Ethan Allen is just around the corner.

It that weren't enough, more are on the way. Segal, who bought the former Homemakers building across the street from Crate & Barrel is still trying to attract tenants to create a virtual village of home furnishings retailers. Segal had hopes of attracting ABC Carpet & Home, an eclectic New York home furnishings retailer.

Almost all the new furniture retailers agree that they thrive in proximity to each other whether it's in Lincoln Park, Oak Brook, Skokie or Schaumburg, where Ikea recently landed. And for now, there is plenty of business to go around.

"We all have our own little niche," said Joseph Zelden, owner and president of Z Gallerie. "We all work together well."

**GRAPHIC:** PHOTOS 4 **GRAPHIC**PHOTO (color): A Restoration Hardware is under construction just down the street from the new Crate & Barrel on North Avenue. Tribune photo by Terry Harris.; **PHOTO** (color): Ingeborg Denemark (left) and Lois Premier try out the Kimstra chair at Ikea in Schaumburg. Ikea sells products ranging from ready-to-assemble furniture to glassware. Photo for the Tribune by Stacey Wescott.; **PHOTO** (color): Bill Blonski tries out a Paris chair at Crate & Barrel's new flagship store at 825 W. North Ave. Two of the store's three floors are devoted to furniture. Tribune photo by Terry Harris.; **PHOTO**: Catherine Brenner catches her 1-year-old daughter, Madeline, as she slides off a bed at the Ikea store. Photo for the Tribune by Stacey Wescott.; **GRAPHIC** (color): Growth in furniture sales expected; Household furniture sales; In percent change from previous year.; 1998 -0.6%; Source: OneSource Information Services, Inc.; Chicago Tribune; - See microfilm for complete graphic.

**LOAD-DATE:** March 5, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*SsHhOoWw AaNnDd TtEeLlLl The New York Times February 28, 1999, Sunday, Late Edition - Final*

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**February 28, 1999, Sunday, Late Edition - Final**

**SECTION:** Section 6; Page 58; Column 2; Magazine Desk

**LENGTH:** 19 words

**HEADLINE:** SsHhOoWw AaNnDd TtEeLlLl

**BODY:**

It's never too early for kids to start questioning the meaning of fashion. The ABC's of spring children's wear

<http://www.nytimes.com>

**GRAPHIC:** Photos: The "teacher" Pamela Gordon in a wool suit by Oscar de la Renta. Shoes by Jimmy Choo. Eyeglass frames by Morgenthal-Frederics. Steel furniture from Sonrisa, New York and Los Angeles.; Marisa Rulz wears a pink cotton dress, \$20, from the Children's Place, 22 West 34th Street. Socks by Tic Tac Toe. Mary Janes by Stride Rite. Verena Waldstaetten is wearing a cutaway coat and muslin dress by Comme des Garçons; Joel Michaels in a plaid cotton shirt, \$38, by DKNY Kids. At Bloomingdale's. Neilman Marcus. Macy's West. Navy cotton shorts, \$25, by **Nautica**. At Macy's East. Lord & Taylor. Socks from Lands' End. Sneakers from Puma. Kelly McCool is wearing a painted white leather suit by Tristan Webber.; Nikalette Farrow's cotton pique dress \$30, is by Ralph Lauren. At Barneys New York. Mary Janes by Stride Rite. Audrey Quock is wearing the "body halo" dress by Alexander McQueen.; Brody McFarland wears a cotton polo shirt, \$50, from Lacoste. At Lacoste Boutique, 543 Madison Avenue. Khaki cargo shorts, \$30 from CK Calvin Klein Jeans Kids. At Bloomingdale's. Macy's. Jane O'Brien is wearing a pleated dress by Issey Miyake.; Rudgard Summers's printed T-Shirt, is \$16, by Susan Kare. At Barneys New York. Levi's 501 prewashed jeans, \$26. Call (800) USA-LEVI. Briefs by Calvin Klein. Sneakers by Skechers. Jessica Miller is wearing Moschino Couture.; Manon Tronin in a cotton waffle-print jumper, \$25, from Oshkosh B'Gosh. Call (800) 692-4674. Cashmere sweater, \$128, from M.A.G. At Natalie and Friends. 131 West 33d Street. Barneys New York. Jimmy Choo shoes for Tristan Webber. (Photographs by Robert Trachtenberg)

**LOAD-DATE:** February 28, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*French Fragrances Acquires Paul Sebastian happi-Household & Personal Products Industry March 1999*

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Business and Industry  
happi-Household & Personal Products Industry

**March 1999**

**SECTION:** Vol. 36, No. 3; Pg. 130; ISSN: 0090-8878

**RDS-ACC-NO:** 1887016

**LENGTH:** 87 words

**HEADLINE:** French Fragrances Acquires Paul Sebastian

**HIGHLIGHT:**

French Fragrances buys Paul Sebastian's assets, including licenses to make and distribute various scents

**BODY:**

Leading fragrance manufacturer and distributor French Fragrances, Inc. has acquired the assets of Paul Sebastian, a leading U.S. fragrance manufacturer. Included in the deal was French Fragrances' acquisition of the licenses to manufacture and distribute the PS Fine Cologne for Men, Design for Women, Design for Men, Casual for Men and Casual for Women brands and the inventory and distribution rights for the **Nautica** and Mark Cross brands. Copyright 1999 Rodman Publishing Corp. Copyright 1999 Rodman Publishing Corp.68

**TYPE:** Journal; News Brief; Fulltext

**JOURNAL-CODE:** HAPPIFT

**LOAD-DATE:** January 13, 2005

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Style - with a conscience THE BALTIMORE SUN March 7, 1999, Sunday*

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THE BALTIMORE SUN

March 7, 1999, Sunday ,FINAL

**SECTION:** HOME & FAMILY ,8M Style File

**LENGTH:** 638 words

**HEADLINE:** Style - with a conscience

**BYLINE:** A. M. Chaplin

**SOURCE:** Sun Staff

**BODY:**

You have to love a store that carries high-end stuff like St. John Knits and Stuart Weitzman shoes -- and gives a portion of each sale to charitable causes such as breast cancer research and the House of Ruth.

The store is Vasarri, and it opened recently at 1636 Reisterstown Road in Pikesville. In addition to clothes with high-recognition labels ranging from Easel to Steve Fabrikant, Vasarri carries smart shoes and handbags, some gift items and even a few pieces of antique-reproduction furniture.

Upstairs is for custom evening ensembles by Vicki Soble. Even though I have no occasion to dress for evening, I just had to admire a pants outfit with an up-to-the-minute scallop-hem jacket, and then stoke the fires of wishful thinking still further by stroking a sweet chinchilla shrug that hung nearby. (The label called it a wrap; I guess when an item is made of chinchilla you can't quite call it a shrug.)

Despite the presence of chinchilla, the salespeople were friendly and helpful. Also appealing was the number of high-style but large-size shoes out on display. I love it when fashion retailers aren't afraid to recognize that not everybody is an ideal size, whether above or below the knee.

A sporting sensibility

Fashion always maintains multiple personalities, though at any given time one may dominate the others.

Thus, for the past few years, the tendency to dark, spare clothes ruled, and impulses toward flamboyance, color and romance were kept in the closet. But now they've burst out -- onto magazine pages showing spring's luscious color, girly frocks, hippie glam and Oriental ornamentation.

This doesn't mean, though, that minimalism is gone. Instead, it co-exists with all that other stuff, but in a slightly different form. It's evolved into clothes with those same slim minimalist lines, but now with a strong sportswear look instead of its former urban affect.

These duds appear as obsessively functional as gear for hiking and extreme sports -- from which they borrow not only a sensibility but also an emphasis on high-tech, high-performance materials. That's why a recent Ralph Lauren ad focused on the sole of an athletic shoe -- designer treads to go with your designer threads.



But you don't need to go to Ralph or REI for the look: It's alive and well at the mall. The popular fashion shoe brand Candie's, for example, has come out with a neoprene "Street Surfer" sandal (shown here). Like similar sandals in the couture lines, Candie's version (at Hecht's and Macy's for \$40-\$45) shows a heavy debt to serious sports sandals from the likes of Teva and Merrell.

Then there is **Nautica's** excursion into sunglasses. **Nautica** was making techno- sportswear well before it hit the fashion runways, and now they've got the shades (\$130-\$180) to go with the clothes. The high-tech hook here is that these are polarized, unlike many fashion-branded sunglasses. They will be available at Sunglass Huts and some optical stores in this area.

Taking it off

Putting on makeup can be fun, but taking it off is a bore. But now it can be a bore of shorter duration: New on the removal scene are towelettes that promise to wipe all kinds of gunk off your face without your even having to rinse afterward.

Versions by Pond's and Blore both promise to be easily available at mass-market outlets in this area. Blore facial cleansing cloths come 34 to a box for \$6.99. Pond's Cleansing and Make-Up Remover Towelettes come 30 to a box for \$4.99. Both prices are suggested retail.

Another option is the reusable Make-up Remover Cloth by Wonder Cloth. This is used wet, with or without soap, to remove makeup, and the cloth itself is supposed to rinse clean afterward with just water. The Remover Cloth is available at Cosmetic Centers for \$9.99.

**GRAPHIC:** Photo(s) 1. Her store: Gail Kandel "wanted something different."  
2. (SANDALS AND SUN GLASSES)

**LOAD-DATE:** March 29, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*The Toronto Star March 8, 1999, Monday, Edition 1*

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The Toronto Star

**March 8, 1999, Monday, Edition 1**

**SECTION: LIFE**

**LENGTH:** 469 words

**BODY:**

Shoestring  
Shopping Guide

March Break is looming. If you're not lucky enough to be travelling, perhaps a shopping expedition is in order.  
THE RUBBERY

If visions of Rubbermaid dance through your head, this 20,000-square-foot store is sure to fulfil every dream. The store - the only full-line Rubbermaid dealer in Canada - is full of every conceivable piece of Rubbermaid you can imagine, with prices that range generally from 25 to 40 per cent off retail prices. Right now, there are a number of specials on storage items. The store also stocks Crayola products, V-Tech electronic learning toys, and Graco strollers and playpens.

**LOCATION:**

3050 Vega Blvd. (Dundas St. and Highway 403 area), Mississauga.  
Call (905) 820-5550.

**HOURS:**

Monday to Friday 10 a.m. to 9 p.m., Saturday 9:30 a.m. to 6 p.m.,  
Sunday 11 a.m. to 5 p.m.

BLACK & DECKER CANADA INC.

Annual Spring Sale

Occasionally, Black & Decker outlet stores lower their prices even more. This store is holding its annual spring sale, with special pricing on power tools, lawn and garden items, housewares and accessories. A refurbished cordless two-speed VersaPak drill kit - complete with batteries, charger and accessories - is \$39.95, with a full warranty. That's a saving of 50 per cent.

**LOCATION:**

Factory Outlet Plaza, 1150 Sheppard Ave. W. (west of Allen Rd.),  
North York. Call (416) 635-6740.

**HOURS:**

Monday to Wednesday 10 a.m. to 6 p.m., Thursday and Friday 10 a.m. to 8 p.m., Saturday 10 a.m. to 6 p.m., Sunday noon to 8 p.m.

MR. B'S WAREHOUSE SALE

Here's a sale with something for everyone: everything from cosmetics and fragrances to lingerie, sun items, clothing and accessories at prices that let you stock up. Lots of brand names are available, including **Nautica**, Hanes Her Way, Calvin Klein, Alberto and Vitabath.

**LOCATION:**

1020 Brevik Pl., Units 11 and 12 (west of Dixie Rd., north of Matheson Blvd.), Mississauga. Call (905) 629-1500.

**HOURS:**

March 10 to 21, Monday to Friday 11 a.m. to 8 p.m., Saturday 9 a.m. to 4 p.m., Sunday 11 a.m. to 4 p.m.

**TOMEK'S NATURAL PRESERVES**

This tiny outlet carries great specialty food products that are homemade and very fresh. Terrific dill pickles are \$3 a kilogram, sauerkraut is \$2.20 a kilogram and perogies are \$2.99 a dozen. Red and white borscht is ready to eat and reasonably priced at \$2.50 for a large jar. Maybe your mother-in-law will think you cooked all day.

**LOCATION:**

9 Advance Rd. (south of Bloor St., between Kipling Ave. and Islington Ave.), Etobicoke. Call (416) 234-1943.

**HOURS:**

Monday to Friday 8 a.m. to 6 p.m., Saturday 8 a.m. to 4 p.m.

Compiled by Cathie Mostowyk, Sharon Allan and Linda Sherman.

**LOAD-DATE:** March 8, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) 

Terms: [nautica](#) and [date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*GQ STILL THE LEADER, BUT MAXIM AND ESQUIRE ARE MAKING STRIDES. Daily News Record March 12, 1999*

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Daily News Record

**March 12, 1999**

**SECTION:** Pg. 6; ISSN: 1041-1119

**IAC-ACC-NO:** 54144114

**LENGTH:** 1358 words

**HEADLINE:** GQ STILL THE LEADER, BUT MAXIM AND ESQUIRE ARE MAKING STRIDES.

**BYLINE:** Mui, Nelson

**BODY:**

MEN'S HEALTH, MEN'S JOURNAL SEE INCREASES IN FASHION ADVERTISING

NEW YORK -- What a difference several months make in the men's magazine industry.

Although GQ is still the leading moneymaker in the men's publishing arena, the magazine experienced a drop in ad pages in the first quarter of 1999 with 326.37 pages, down 81 pages, or 20 percent, from a year ago, according to MIN (Media Industry Newsletter). That comes on top of a 17.5 percent decline in newsstand sales for the second half of 1998.

The magazine, which recently changed publishers from Richard Beckman to Jack Laschever, appears to be losing ground to a wealth of titles that nip away at its market share.

Included is the upstart Maxim, which Laschever acknowledges "is certainly a competitor," along with Details.

Laschever attributes the drop in ad pages to a decline in inserts. "We've seen a strategic shift from the fashion community from running large inserts to more run-of-book space. From our standpoint, we're refocusing our efforts away from inserts because the run-of-book is the most profitable high-margin space."

GQ had been quick to attribute the change of policy to a recent Conde Nast publishers' meeting, but given the fact that the first quarter's ad pages were bought well in advance, some advertisers had already decided not to advertise in the book. Thus, the March spring fashion issue carried 52 fewer pages and was down a whopping 22 percent.

If there is really a strategic trend away from "less profitable" inserts, it seems logical that GQ will be even thinner in the future. In the current March issue, for example, there are separate inserts including **ck**, **Nautica** and Saks Fifth Avenue.

As for the drop in newsstand sales, Laschever is not overly concerned. "As with advertising, so, too, with

circulation, it's more profitable to have long-term relationships and commitments," he said. "We're up 11.8 percent in subscriptions."

Meanwhile, Esquire, on the comeback trail, has continued its relatively strong growth. The title finished 1998 with 807 pages, up from 597 in 1997, or 35 percent.

The first quarter of 1999 has been equally strong for Esquire, tying it with Maxim for an increase in ad pages. Esquire is up 53 pages, or 34 percent, to 207 pages for the year-to-date, making it the number-two book in ad pages.

"Esquire's been under a magnifier for some time now," said Valerie Salembier, the magazine's publisher. "But that's okay now, because our numbers are all working in our favor. The advertising community is strongly supporting us."

Steve Greenberger, senior V-P/print media director for Grey Advertising, said with the proliferation of men's titles, men are beginning to read more and experiment with different magazines, which benefits established titles such as Esquire.

"There's an increasing resurgence in the traditional publications such as Esquire," said Greenberger. "Esquire has finally found its niche and is presenting itself very positively in its marketing strategy, in terms of its readership and advertiser constituency."

In the first quarter, Esquire attracted new advertisers such as Cerruti, Canali, DKNY Tailored Clothing, Saks and others.

Men's Health is also reporting robust growth, with a 26 percent gain in ad pages to 158 for the first quarter. The figure includes 30 ad pages in its second Guide to Style issue, its first ever for spring.

This performance indicates that the publication, which originally had an uphill battle attracting fashion advertisers, is continuing to make headway. Emporio Armani ran seven pages in the Guide to Style, along with Versace, Hugo Boss, Eddie Bauer and others.

"We're just cracking the higher-end category, such as Giorgio Armani," said Jane Turner, publisher of Men's Health. "The huge growth right now is also in technology -- Motorola, Intel, Microsoft. It shows a nice marriage of guys who are smart and techy and want to look good."

The publication is also faring well at the newsstand, and sales were up 31 percent. Obviously its gym poster-boy covers are serving it well. And Rodale Press, the parent company, is investing in newsstand promotion. The magazine also recently hired Toth Brand Imaging for a new advertising campaign and brand strategy.

"Our circulation people do smart things with the distributors, but our covers are very recognizable," Turner said. "Our competition chasing each other has made our position more clear and distinct."

Men's Journal went after fashion last summer in a big way, hiring Esquire veteran John Mather and beefing up its fashion editorial. According to publisher Kevin O'Malley, fashion advertising now accounts for approximately 30 percent of ad pages, which have increased 13 percent in the first quarter of 1999 against 1998. Hugo Boss, Banana Republic and Eddie Bauer all advertised for the first time in the March issue.

"The marketplace is responding to Mather as a seasoned person who brings a viable fashion point of view," O'Malley said. "We're looking forward to Ferragamo and Zegna in the second half. We've planned a bigger September fashion issue, which will be about design and style across the board. There will be 16 more fashion editorial pages than last time."

Men's Journal was among the best sellers at the newsstand, with an increase of 56 percent in the second half of 1998, as compared with 1997. That however, may be attributed to investments in newsstand

promotions, and an increased number of distributors -- facts that O'Malley readily acknowledged.

Fellow Wenner publication Rolling Stone also fared well, closing the first quarter up 14.3 percent against last year. Its fashion point of view, infusing every page of the magazine with fashion and style, has managed to attract some advertisers, including Prada Sport, DKNY and Versace.

Among magazines that skew younger, all eyes are on Maxim, the undisputed media marvel of 1998, and Details, both of which are effectively without editors as Mark Golin waits for Dennis Publishing to release him from his contract.

The advertising, and to some extent the fashion community, has responded to Maxim's strong performance on the circulation front. For the first quarter, ad pages are up 66.3 percent, including apparel advertisers such as Maurice Malone, Levi Strauss, and the Gap.

The question that remains, however, is whether the incoming editor will be able to continue the momentum that Golin started. While many have tried to copy the Maxim "babes, beer and gear" formula, few have done so with much success.

In fact, many believe the trend towards T&A will peter out as people tire of the endless bimbo titles.

"Within the next year, or year and a half, you'll see the next generation of saturation," said Greenberger. "You'll see some of them retooling, with the most successful magazines being the ones that incorporate the best of what other magazines offer into a broader lifestyle magazine." Whoever the new Maxim editor will be, he or she will have to compete against Golin's Details, which despite denials, will likely resemble his editorial formula for Maxim.

Ad pages for Details, under former editor Michael Caruso, dropped 18 percent to 171 pages for the first quarter of 1999, against 1998 figures. It also took a beating at the newsstand, dropping 6.9 percent for the second half of 1998.

Even its March Mondo Hollywood Issue, which was a hit when introduced last year, got a no-confidence vote from advertisers, and was down 23 pages, or 17 percent.

Linda Mason, the publisher of Details, explained the drops by citing that Nike, with its 16-page insert last year, opted to stay out for the first quarter.

Mason remained optimistic about Details' ability to attract high-end fashion advertisers under Golin. Although the media community has been whipped up in a frenzy discussing Golin's fit with Details and Conde Nast, Mason said she's received encouraging responses from the fashion advertising community.

"I have no concerns. Details will stay an upscale magazine and not go down the Maxim road," said Mason.

**IAC-CREATE-DATE:** March 25, 1999

**LOAD-DATE:** March 26, 1999

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*NAUTICA LAUNCHES LINE OF CHINA The Miami Herald March 14, 1999 Sunday FINAL EDITION*

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**The Miami Herald**

Found on Miami.com

The Miami Herald

**March 14, 1999 Sunday FINAL EDITION**

**SECTION:** TROPICAL LIFE; Pg. 4K

**LENGTH:** 486 words

**HEADLINE:** NAUTICA LAUNCHES LINE OF CHINA

**BYLINE:** JO WERNE, Herald Home Furnishings Writer

**BODY:**

\* **Nautica**, known for its nautical sportswear, has set sail with two new collections of china.

**Nautica** Bermuda Tablewares suggests a tropical island setting with three patterns - Indigo Rose, Calico and Rattan. **Nautica** Signature Tablewares is more casual, with crisp navy blue and white bands around the rim of white dinnerware.

The average price for a five-piece place setting is \$40. Accessories, such as salt and pepper shakers and creamers, range from \$20 to \$50. At Burdines.

Thrifty version of Tiffany style

\* Original Tiffany lamps sell for thousands of dollars, but you can own a Tiffany look-alike for less than a monthly mortgage payment.

"Wisteria" is a new lamp by Meyda Tiffany, a manufacturer of Tiffany-style lamps based in Yorkville, N.Y. Made of copper foil construction and stained glass, the 20 1/2-inch table lamp retails for \$290.

The company has a 124-page catalog for \$10, which is deducted from a buyer's first purchase. Contact Meyda Tiffany at 1 Meyda Fine Place, 55 Oriskany Blvd., Yorkville, NY 13495, or call 315-768-3711.

Book sheds light on illumination

\* Planning to remodel your kitchen or bath? Put lighting at the top of your list.

Lighting choices for these spaces are almost unlimited, says Jane Grosslight in her new book, *Lighting Kitchens and Baths*.

Lighting for a kitchen should be at least 4 percent of the kitchen cost, Grosslight says. ". . . The more spent on lighting, the better the lighting will be. . . If energy efficient, it will pay back over the years."

Grosslight, a member of the Illuminating Engineering Society of North America, writes for the average consumer, who will find illustrations by Jeffrey W. Verheyen helpful in solving a variety of lighting problems at home.

Lighting Kitchens & Baths by Jane Grosslight is available from Durwood Publishers, P.O. Box 37474, Tallahassee, FL 32315-7474 for \$34, including tax, plus \$4 for shipping.

WEDDING RING: On display at Gables quilt show.

Double fun for quilters, collectors

Two events celebrating the art of quilting are coming up:

\* Broward Quilt Expo, Friday through March 21, War Memorial Auditorium, Fort Lauderdale. Hours: 9 a.m. to 5 p.m. Friday and Saturday, 10 a.m. to 4 p.m. March 21. Admission: \$5 daily, \$10 for a three-day pass. Coral Springs Quilters, East Sunrise Quilters, Southern Stars Quilt Guild and West Broward Quilters' Guild are donating quilts. Call 954-981-7100.

\* Quilt Fest '99 will feature 400 quilts for sale. Sponsored by Ocean Waves chapter, the sale will be April 16-17 at the Coral Gables War Memorial Youth Center, 405 University Dr. Hours: 9 a.m. to 6 p.m. April 16; 9 a.m. to 5 p.m. April 17. Admission: \$6 per day. For information, call 305-386-7579.

Send information on new products to Jo Werne, Tropical Life, The Herald, One Herald Plaza, Miami, FL 33132 or e-mail her at [jwerne@herald.com](mailto:jwerne@herald.com)

#### NOTES: MARKETPLACE

**GRAPHIC:** photo: QUILT (2), Jane Grosslight (AUTHOR G), LAMP, **Nautica's**

china .(a);

NAVY BLUE: **Nautica's** Signature has a crisp look.

Grosslight

WEDDING RING: On display at Gables quilt show.

**LOAD-DATE:** October 28, 2002

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*Utility vehicle Pockets and more pockets make pants the fashion pick Kansas City Star (Kansas & Missouri)  
March 14, 1999 Sunday*

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## THE KANSAS CITY STAR

Found on KansasCity.com

Kansas City Star (Kansas & Missouri)

**March 14, 1999 Sunday METROPOLITAN EDITION**

**SECTION:** LOOK; Pg. G5

**LENGTH:** 812 words

**HEADLINE:** Utility vehicle

Pockets and more pockets make pants the fashion pick

**BYLINE:** JACKIE WHITE, The Kansas City Star

### **BODY:**

They've been around almost since fashion graduated from the fig leaf, so who would have expected that in the summer of '99, the most pervasive fashion news would involve, of all things, pockets.

We're talking many pockets in cargo pants, skirts and shorts, military fatigues, fishing vests and the clothes you're accustomed to seeing on plumbers and painters. It's all about hypothetical places to put stuff, and the look is what the pundits call "utility chic."

Never mind that you've watched your teen-agers head off to the mall in cargos for the last year. The idea has moved uptown to high style.

There was no denying the depth of the trend last fall when pricey silk shantung flight suits and cargos filled Ralph Lauren's women's spring runway and Carolina Herrera offered her socialite customers hip-hugging, drawstring, midriff-baring pocketed pants.

Many of the menswear designers who recently showed fall collections in New York carried the notion forward, combining, say, cashmere cargos with handknit sweaters and duffel coats. In his men's and women's fall collections, innovative designer John Bartlett polished the likes of workmen's pants and artists' aprons with a sophisticated Southwestern glaze.

At the same time Old Navy stores are pumping the trend with a television advertising campaign for drawstring cargos. Joe Enos, San Francisco-based Old Navy spokesman, says cargos are now considered a basic, like khakis, and are stocked in stores all year. But he thinks the popularity of drawstring cargos is reflected in the February

sales growth that The Gap, Old Navy's parent company, recently announced: up 32 percent overall and 12 percent in comparable stores over last year.

The cargo idea, of course, is borrowed from the military. The British added a pocket to soldiers' khaki pants in the late 1930s.

And the United States adapted a battle pant version in the early 1940s. But the most recent resurgence in the trend began in the mid '90s when trend watchers spotted cargos on hip teens in Tokyo and later in London.

And with the search for meaningful millennium-related modern design, the notion has been taken to the next level of body dressing with a variety of garments and outerwear with storage spaces and body bags that leave the hands unencumbered. Minimalist designer Helmut Lang has been highly influential interpreting this idea, and his holster bag received considerable press earlier this year. Ditto for Prada and body and belt bags.

The idea of clothes with functional details - "actual utility" - is part of the fascination, says fashion historian Anne Hollander, author of *Sex and Suits* (Knopf). The body bag is a spin-off from the backpack. It's a "less infantile but also a utilitarian version."

But it's hardly a modern idea. The bags and even the clothing are actually rooted in the Middle Ages, and Hollander says the vague familiarity makes it all the more appealing. What's more, there is considerable romance connected to any military theme, especially, in this case, when it allows females as well as males to play the battle game.

Valerie Steele, a fashion historian and curator for the museum at New York's Fashion Institute of Technology, sees a trend among the very young and very hip to pick up on survivalist clothing, fashioning some ideas from military gear and athletic wear into sportswear.

It's a "street-wise, urban warrior look," she says.

"It's that look of being able to do anything, even if it's just to run across the street. At least you can run," Steele says. "It's almost a survival of the fittest idea."

But as young and hip as the look, the apparel industry is finding the utilitarian look is selling across a wide age and economic range.

"What's happening that's very different with cargos is, you see young people in cargos, sneakers and T-shirts, and you see senior citizens in cargos with sneakers and T-shirts," says Carolyn Egan, an editor with Tobe Reports, a retail consulting service.

And finally, from a business perspective, there is a practical reason for cargos' success.

With casual dressing becoming so important, the consumer appetite

for novelty sportswear is whetted, Egan says. Comfortable with pants, women especially want more choices than simple khakis.

To reach Jackie White, fashion editor of The Star, call (816) 234-4462 or send e-mail to: [jwhite@kcstar.com](mailto:jwhite@kcstar.com)

**GRAPHIC:** Photo (color), From left: nylon jacket and cargo pants with cotton T-shirt by Polo Sport, shoes by Donald Pliner and belt bag from Prada; silky anorak, cotton cargo pants, silk knit sweater, all by Ralph Lauren for Polo Sport, sandals by Ralph Lauren and bag by Prada; and khaki cargos with cotton shirt and T-shirt, all by **Nautica**; TALIS BERGMANIS/The Kansas City Star; Fashions from Polo/Ralph Lauren, Dillard's Oak Park and Halls Plaza.

**LOAD-DATE:** March 15, 1999

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*Nautica Enterprises Inc. Authorizes Stock Buyback Business Wire March 17, 1999, Wednesday*

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Business Wire

March 17, 1999, Wednesday

**DISTRIBUTION:** Business Editors

**LENGTH:** 188 words

**HEADLINE:** Nautica Enterprises Inc. Authorizes Stock Buyback

**DATELINE:** NEW YORK

**BODY:**

March 17, 1999--**Nautica** Enterprises Inc. (NASDAQ:NAUT) today announced that its Board of Directors has authorized the Company to purchase up to an additional two million shares of **Nautica** common stock on the open market. Purchases may be made from time to time, subject to market conditions and other factors that the Company may consider. Harvey Sanders, Chairman and Chief Executive Officer, said "By taking this action, we reaffirm our confidence in **Nautica's** future and our commitment to improving shareholder value." **Nautica** Enterprises, Inc. is a leading international designer, manufacturer and marketer of a lifestyle collection of men's sportswear, outerwear and activewear.

**CONTACT:** **Nautica** Enterprises, Inc., New York  
Don Pennington  
Chief Financial Officer  
212-541-5757

Today's News On The Net - Business Wire's full file on the Internet

with Hyperlinks to your home page.

URL: <http://www.businesswire.com>

**LOAD-DATE:** March 18, 1999

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*ON THE BAYOU Times-Picayune (New Orleans, LA) March 21, 1999 Sunday, ORLEANS*

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Times-Picayune (New Orleans, LA)

**March 21, 1999 Sunday, ORLEANS**

**SECTION:** FASHION; Pg. 5

**LENGTH:** 68 words

**HEADLINE:** ON THE BAYOU

**BYLINE:** By Chris Bynum Fashion writer On the Bayou

**BODY:**

Natural fibers coated for protection and other high-tech fabrics designed to weather rain, sun and city wear are among spring offerings. Some can be wiped clean with a damp cloth, and materials that once had a reputation for holding in heat are now fabrics that breathe. But the gentle items of spring, such as pastel shoes and transparent fabrics, still exist for those with the grace to wear them.

**GRAPHIC:** ORGANIC ELEMENTS: Teflon-coated white cotton sleeveless shell and matching jacket with green capri pants by Yeohlee [COLOR] THE COLOR KHAKI: Survival wear in a zip-front jacket with cargo pants and pullover by Marc Jacobs [COLOR] SPRINGTIME BLUES: Indigo shirt jacket with white shirt and navy flat-front pants by **Nautica** [COLOR] 3 STAFF PHOTOS BY G. ANDREW BOYD

**LOAD-DATE:** March 21, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(gteq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Mr. Cool The New York Times March 21, 1999, Sunday, Late Edition - Final*

Copyright 1999 The New York Times Company  
The New York Times

**March 21, 1999, Sunday, Late Edition - Final**

**SECTION:** Section 6; Part 2; Page 72; Column 1; Men's Fashions of The Times Magazine

**LENGTH:** 33 words

**HEADLINE:** Mr. Cool

**BODY:**

The best suits for spring are cool in every sense of the word - in color, fabric and attitude. We photographed them on the HIPPEST guys around, a mix of L.A.'s rockabilly and swing musicians.

<http://www.nytimes.com>

**GRAPHIC:** Photos: Eddie Nichols; James Intveld; Elvis Suissa; Charlie Overbey; Buster Kretin; Above, left: Eddie Nichols in a gray cotton suit from **Nautica** by David Chu, \$425. At Lord & Taylor. Navy blue cotton shirt from Best of Class by Robert Talbott, \$225. At Bergdorf Goodman. Robert Talbott, 680 Madison Avenue and nationwide. Silk tie from **Nautica** by David Chu. All shoes are the musicians'.; Center: Beachy wears a khaki cotton-blend suit, \$500, and blue cotton shirt, \$60. At Kenneth Cole, 95 Fifth Avenue. Silk tie by Gene Meyer. Right: James Intveld in a gray wool suit, \$1,250. At Ren 1/8 Lezard, 417 West Broadway. Blue cotton shirt, \$110. At Thomas Pink, 520 Madison Avenue. Silk tie by Gene Meyer. Photographed at Rumble Kulture Recordings, Hollywood, Calif.; Opposite page, far left: Eddie Nichols in his own leather jacket and cap. Opposite page, right: Buster Kretin dons a three-button cotton suit, \$395, and cotton twill shirt, about \$135, by Tommy Hilfiger. For suit, call (800) 888-8802. Shirt at Tommy Hilfiger, Beverly Hills, Calif. Silk tie by Timothy Everest.; This page: James Intveld in a heather gray Ralph Lauren Purple Label cashmere suit, \$2,995, and white cotton shirt, \$195. Both at Polo Ralph Lauren, 867 Madison Avenue. Suit also at Saks Fifth Avenue, to order. Thomas Miller, Woodbury, N.Y. Shirt also at Polo Ralph Lauren, selected stores. Saks Fifth Avenue, selected stores. Silk tie from Ralph Lauren Purple Label. Photographed at Stan's Barber Shop, Hollywood, Calif.; Near left: Charlie Overbey in his own tank top, jeans and tattoos. Right: Joshua Flanigan in a wool-blend suit, \$1,875, and cotton shirt, \$245. At Valentino Boutique, 747 Madison Avenue and Beverly Hills, Calif. Silk and linen tie from Valentino Boutique. Far right: Chris Richardson in his own shirt and jeans.; Far left: Buster Kretin in a wool and silk jacket, \$1,545, and matching pants (not shown), \$580. At Versace, 647 Fifth Avenue and nationwide. Cotton shirt, \$75. At Addison on Madison, 698 Madison Avenue. Silk tie from Salvatore Ferragamo. Near left: Elvis Suissa wears a gray wool and viscose suit, \$1,850. At Calvin Klein, 654 Madison Avenue. Beige cotton shirt by Calvin Klein, \$225. At Saks Fifth Avenue, to order. Silk tie by Calvin Klein. Above: Buster Kretin, again in Versace. Right: Joshua Flanigan in a khaki linen suit, \$2,290. At Giorgio Armani, 760 Madison Avenue. Gray polyester shirt from Van Heusen. Silk tie from the Echo Design Group. Photographed at Bar Deluxe, 8 Hollywood, Calif.; Far left: Chris Richardson in a wool suit by Joseph Abboud, \$795. At Mitchells of Westport, Westport, Conn. Cotton shirt from Turnbull & Asser, \$185. At Bergdorf Goodman. Turnbull & Asser, 42 East 57th Street. Tie from Brioni. Near left: James Intveld sports a wool suit by Ermenegildo Zegna, \$1,800. At Saks Fifth Avenue, to order. Cotton shirt, \$150. At Ren 1/8 Lezard, 417 West Broadway. Silk tie by Ermenegildo Zegna. Above: Chopper Von Frankenstein wears a khaki wool-blend suit, \$1,295, and blue cotton shirt, \$235, from Donna Karan Collection. At Bergdorf Goodman. Suit also at Barneys New York. Silk tie from Donna Karan Collection.; Above: Joshua Flanigan wears a khaki linen suit, \$2,290. At

Giorgio Armani, 760 Madison Avenue. Right: Elvis Suissa in a gray worsted-wool suit with alternating pearl and camel pinstripes from Burberry, \$795. At Burberry stores, 9 East 57th Street and nationwide. Mitchells of Westport, Westport, Conn. Pale gold cotton poplin shirt from Mondo di Marco, \$130. At Joe Brand, McAllen, Tex. Silk tie from Burberry. Associate editor: David Farber. Grooming by Daniel Howell for Cloutier. Photographed9 at Bar Deluxe, Hollywood, Calif. (Ben Watts)

**LOAD-DATE:** March 21, 1999

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*Have some fun with sunglasses Des Moines Register March 21, 1999 Sunday*

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Des Moines Register

**March 21, 1999 Sunday**

**SECTION:** FASHION; Pg. 9F

**LENGTH:** 172 words

**HEADLINE:** Have some fun with sunglasses

**BYLINE:** Davis Stephanía H., Register Staff Writer

**BODY:**

Precious metals and retro styles are a couple of the trends in sunglasses this spring.

Calvin Klein has used titanium, the thinnest metal, to sculpt ultra-lightweight, non-corrosive frames in an almond-shaped oval and a rectangle with contoured edges. Classic colors include antique gold, dark silver, chocolate and black.

The aviator is back in the **Nautica** eyewear collection. A double-bar bridge gives a younger look to this style, first popular with pilots for the superior wind and sun protection provided by the wrap silhouette. The frames come in chrome, satin black and shiny brown.

"We're still seeing a lot of the small metals, but so far this year, people are asking for the big, plastic Jackie O-type frames and for styles that wrap a little more," said John Cox, the certified optician at Vision Clinic on Beaver Avenue.

Have fun with your specs by adding cat's-eye styles in bright white or clear to your collection or with colored, ultraviolet lenses in pink, lavender, yellow or blue.

-Stephanía H. Davis

**LOAD-DATE:** October 15, 2002

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*LETTER JACKETS?; O-U-T; THE VARSITY LETTER JACKET, THAT BULKY, LEATHER-SLEEVED THROWBACK, HAS BEEN IN VOGUE BEFORE AND MAY ONE DAY BE AGAIN. BUT NOW? DEFINITELY OUT. Portland Press Herald (Maine) March 22, 1999, Monday,*

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Portland Press Herald (Maine)

March 22, 1999, Monday, CITY EDITION

**SECTION:** MONDAY MAGAZINE, Pg. 1C, MAINE LIFE

**LENGTH:** 911 words

**HEADLINE:** LETTER JACKETS?;

O-U-T;

THE VARSITY LETTER JACKET, THAT BULKY, LEATHER-SLEEVED THROWBACK, HAS BEEN IN VOGUE BEFORE AND MAY ONE DAY BE AGAIN. BUT NOW? DEFINITELY OUT.

**BYLINE:** JOANNE LANNIN Staff Writer

**BODY:**

You'd think Robert Pillsbury would wear his Portland High School letter jacket proudly these days. Portland just capped an undefeated season by winning the boys' state basketball championship two weeks ago, and Pillsbury was Portland's most valuable player.

But Pillsbury, like most other teen-agers, wouldn't be caught dead in the wool, marine-blue letter jacket he earned when he made the varsity squad. His mother, Nancy Hoeflick, wears it instead.

"He didn't like the material or the way it fits," said Hoeflick said. "I've never seen the other guys wearing theirs, either. Maybe it cramps their style."

For today's teen-ager, style means never wearing anything that looks like it fits just right or like something your parents or older sibling might have worn. "In" are oversized fleece pullovers, nylon windbreakers in black or some flashy color, and anything with the words Nike, Polo, **Nautica**, Structure or Tommy Hilfiger emblazoned on it. Old-fashioned, hip-hugging wool jackets with striped collars and cuffs and leather sleeves are way down the list as an outerwear option.

"We do a lot of team jackets but not the standard wool jackets," said John Gleason, the owner of Coastal Athletics in Portland. "It went from hundreds of orders (in the early 1990s) to dozens now."

A look around the Cumberland County Civic Center in Portland during the Class A Western Maine girls' and boys' basketball finals earlier this month attests to just how much the market for letter jackets has shrunk. It certainly was cold enough outside for a wool jacket with a pile lining. But among the 5,000 people on hand to cheer for Portland, South Portland or Lewiston, no more than a half-dozen teens wore letter jackets.

"Kids don't think they're cool," said David Hanson, a Cheverus High School junior who plays varsity basketball. Hanson, like most of his teammates there to watch the games, was wearing a fleece pullover.

"No one has one," said Dominic Taliento, Hanson's sophomore teammate at Cheverus. He was wearing a blue windbreaker.

Cheverus' school colors, purple and gold, might explain some of the reluctance on the part of students to wear a letter jacket. But Hanson and Tallento said they wouldn't buy a letter jacket even if Cheverus' colors weren't quite as loud.

Hanson and Tallento cited price as the main reason they don't have letter jackets. A wool jacket can cost anywhere from \$ 100 to \$ 150. Back in the days when the school paid for the kids' jackets, everyone got one. In most schools, students have to buy them themselves unless a booster club offers to pay.

"They're too expensive," Tallento said. And there's another reason for the jackets' decline in popularity: Getting a varsity letter isn't a big deal anymore for many students. Many students play sports today, and other school activities, such as band or math team could qualify someone for a letter.

The biggest reason of all, though, is, simply, fashion. At the end of the 20th century, the letter jacket is out.

Kelly Grover, a Westbrook High School senior and basketball player, says most kids would rather define their own styles. Grover, who wore an L.L. Bean parka to the Civic Center instead of her navy-blue letter jacket, said kids still buy letter jackets, but most don't wear them because they don't want to look like everyone else. Kids would rather have a choice of logos and colors than feel stuck with navy blue and "Westbrook High" on their backs.

Still, there will always be teens who buck the trend. Shannon Mailholt, another senior basketball player at Westbrook, wears her wool letter jacket pretty much everywhere in the winter. She says letter jackets were more popular three years ago, when she was a freshman. Then, she couldn't wait to earn a varsity letter so that she could sew it on a letter jacket. Her jacket might be out of style now, she says, but it's still warm, and it still symbolizes the attainment of her goals.

"I'm proud of it," she says.

Kara Kill, a South Portland High School senior, says pride is what motivates her and her fellow swim team members to wear their red wool jackets with the white sleeves much of the time. She says she had to qualify for the state swim meet to earn it.

"It's big. It's bulky. It's not the 'in' fashion," she admitted as she showed off the letter on the front of the jacket and the name and number embroidered on the sleeves. "But, to me, it's cool. I worked hard to get it."

Joe Russo, the coach of Portland High's boys' basketball team, said the Booster Club, which buys jackets for varsity players, thought about discontinuing the practice because the jackets are so expensive and kids aren't wearing them. But Russo said kids didn't like that idea.

"They might not wear them, but they still want one," he said. "They think of them like a championship ring, something to hang onto for the rest of their lives."

Gleason, at Coastal Athletics, said he wouldn't be surprised to see the letter jacket make a comeback someday. He's lived through a couple of fashion cycles during which the jackets were in, then out.

So, if a popular sportswear manufacturer such as Champion started marketing them aggressively or a professional team or athlete started wearing them everywhere, letter jackets might regain their cachet.

"I'd wear one," says Nick Desjardins, a sophomore at Thornton Academy in Saco. "I think they are cool. We just don't have them at our school."

**GRAPHIC:** PHOTO: 1 color; 1 b&w;

Staff photos by Doug Jones Though the classic varsity letter jacke;

has fallen out of style among most high schoolers, South Portland swimmer Kara Kill wears hers proudly. "To me, it's cool. I worked hard to get it," she said.;

The traditional varsity letter jacket is bulky, heavy and, according to an unscentific sample of area high school students, just plain unfashionable. "Maybe it cramps their style," suggested one student's mother.

**LOAD-DATE:** May 26, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:46 PM EDT .



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*DENIM GARAGE SUITS SHIFT INTO OVERDRIVE. Daily News Record March 22, 1999*

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Daily News Record

**March 22, 1999**

**SECTION:** Pg. 4; ISSN: 1041-1119

**IAC-ACC-NO:** 54207164

**LENGTH:** 804 words

**HEADLINE:** DENIM GARAGE SUITS SHIFT INTO OVERDRIVE.

**BODY:**

DESIGNERS PUT ONE-PIECE DENIM SUITS ON RUNWAY AFTER PUFF DADDY DONS THE DUDS IN MUSIC VIDEO

If you see men around town wearing one-piece denim suits that zip up the front, don't assume they're on their way to work at the garage.

Denim garage suits were a hot item on the runways when designers showed fall collections last month in New York. From DKNY to **Nautica** and Kenneth Cole, the one-piece denim work suit was shown as a functional look with T-shirts and tennis shoes or work boots.

"They're part of the whole workwear feel," said Kurt Lester, vice-president of merchandising for **Nautica** Jeans Co. "We'll continue to update this look next season." For fall, **Nautica's** one-piece suit has a drawcord on the inside for adjusting the waist.

Although spring '99 is only the first season for hip hop mogul Sean "Puffy" Combs young men's collection, Sean John, the one-piece denim suit already is a hot item in the line, according to Jeffrey Tweedy, executive vice-president of Sean John.

"Puffy was in a video a little over a year ago where he wore it and the response to the look was unbelievable," Tweedy said. "We designed our own version because kids were shopping for them at army surplus stores and couldn't find the right fit."

For spring '99, the Sean John collection has zip-front garage suits in black denim, dark unwashed denim, and khaki. The average retail price for the suit is \$ 85.

**L2 To Stage Comeback**

Four years ago, kids were introduced to L2, Levi Strauss & Co.'s value fashion denim line. But since then, kids seem to have forgotten the name.

This fall, Levi's plans to reintroduce L2 to consumers between 15 and 24, through national chains like Sears, Kohls and Mervyns. Not only will Levi's be expanding L2's in-store presence and broadening the

product offering, but for the first time since its inception, Levi's will be putting marketing support behind L2.

"L2 is a well-kept secret about to burst," said Darryl Wilburn, brand manager for L2. "It's been a slow process, but now there's a ground swell of interest in L2 and kids are really asking for it."

Playing with new fabrics like nylon and fleece, L2's design team introduced more fashion to the line. Keeping the young, active consumer in mind, they added fashion details like Velcro fasteners and cell phone pockets. "The challenge for us is to continue delivering the value, while focusing on the fashion at the same time," Wilburn said. The suggested average retail price of Levi's L2 jeans is \$ 35.

Marketing support for the sub-brand will include both a print and outdoor campaign this fall. According to Robert Holloway, Levi's vice-president of youth brands, the development of L2 is a priority on the jeans giant's agenda. "To give you an idea of where L2 stands, I'll say that we'll be spending as much on marketing support for the line this year as we will for Silver Tab," he said.

#### Tommy Jeans' Kourakos Is Jeanswear's Newsmaker

What better way to honor a leader in the jeanswear business than with a patriotic luncheon as American as a pair of blue jeans?

To present its annual Newsmaker of the Year award to John Kourakos, president of Tommy Jeans, Jeanswear Communications held a luncheon at Smith & Wollensky in New York. Steak and cheesecake were served to a room full of execs from denim mills, jeans manufacturers and fiber companies. The award is presented annually to the individual and company that brings new energy and direction to the denim and jeans business.

Since he was named president of Tommy Jeans in '96, Kourakos has seen the brand rise to become a leading player in the status denim market. Thanking his colleagues, Kourakos also noted that Tommy Jeans junior line, introduced last fall, garnered \$ 100 million in retail sales for the season.

#### From the Frying Pan to the Fabric

It's used as a non-stick coating on pots and pans, a shatterproof protectant for light bulbs, and now, to treat denim. Teflon, the wonder coating. Vexed Generation, a London-based designer jeans label, has created the first DuPont Teflon-treated jeans collection.

It's not the first time Teflon's made the leap from cooking to clothing. From Prada and Hugo Boss to Nike and Eddie Bauer, designers and manufacturers have experimented with DuPont Teflon as a stain repellent on a variety of fabrics. Unlike other protectants, Teflon forms an invisible molecular barrier around each individual fiber, making fabric highly resistant to liquids and stains.

While you can't fry an egg on Vexed Generation's Teflon-coated jeans, you can spill anything from coffee to red wine on them and watch it simply bead up and roll off. The jeans are sold at Fred Segal and Naked in Los Angeles, and Antique Boutique and Nylon Squid in New York, at an average retail of \$ 225.

**IAC-CREATE-DATE:** April 9, 1999

**LOAD-DATE:** April 10, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) [\(Edit Search\)](#) [Suggest Terms for My Search](#)

View: Full

Date/Time: Thursday, April 27, 2006 - 9:44 PM EDT

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Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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*New Breed of Jewish Students Flocking to City Colleges: What They Lack in Languages, They Make Up In Anti-Communism Forward March 26, 1999*

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Forward

**March 26, 1999**

**SECTION:** Vol. CII; No. 31; Pg. 1

**SLI-ACC-NO:** 0599FWDM 104 000103 CC

**LENGTH:** 1158 words

**HEADLINE:** New Breed of Jewish Students Flocking to City Colleges: What They Lack in Languages, They Make Up In Anti-Communism

**BYLINE:** Kessler, E.J.

**BODY:**

New Breed of Jewish Students Flocking to City Colleges: What They Lack in Languages, They Make Up In Anti-Communism

NEW YORK -- Brooklyn College senior Alexander Rodionov failed two of the three entrance exams students take to gain admission to the four-year colleges of the City University of New York, and so did several of his chums who came to hang out at the college's Hillel this week.

The failure wasn't for lack of intelligence. Fresh off a plane from Minsk in the fall of 1995, Mr. Rodionov enrolled at Brooklyn in the spring of 1996 knowing only "how to say basic stuff" in English, and so failed the reading and writing exams. To compensate, he took a semester of English as a Second Language. The math entrance exam, however, "was a joke," Mr. Rodionov said. "At age 13 I could have taken that test and passed it, easy." A computer science major, Mr. Rodionov is looking forward to getting a job as a programmer when he graduates from Brooklyn College in July.

Say goodbye to the fond, old stereotype of the Jewish student at the City University of New York. Gone are the brilliant children of immigrants, the Nathan Glazers and Irving Kristols, arguing about the triumph of socialism and the fate of humanity as they used education and sheer brainpower to climb their way out of ghetto neighborhoods and away from their parents' traditional Judaism. Say hello, instead, to a new breed of Jewish City

University students. Still very bright, they are now not children of immigrants, but immigrants themselves; not socialists, but anti-socialists; if native-born, not running from tradition, but proud exponents of Orthodoxy.

At Brooklyn College, Queens College and at Baruch and Hunter Colleges in Manhattan, Hillel officials say they are seeing steady or higher enrollments of Jews, although no statistics exist to confirm their impressions. All four schools are enrolling a wave of Russian Americans who came to this country after the collapse of the Soviet Union, while Brooklyn and Queens are seeing an enhanced Orthodox presence and even some Israelis. The only four-year CUNY college that does not seem to be enrolling many Jews is that old redoubt of the New York Intellectuals, City College in upper Manhattan, which is far from the neighborhoods of the working and lower-middle-class Jews who frequent the CUNY system.

Baruch College has an estimated 2,000 Jewish undergraduates, according to Hillel director Leonard Petlakh, about 70% of whom are Soviet born. Most study accounting, business and finance, said Mr. Petlakh, himself a Russian immigrant. Hunter, with a similarly Russian complexion, also employs a Soviet-born Hillel director, Nika Galperin. Queens College has about 4,000 to 6,000 Jewish students, said the program director of its Hillel, Ami Monson. Some 75% of them are Orthodox, Mr. Monson estimates. Brooklyn probably has 2,500 Jewish students, of whom half are Russian and half are Orthodox, said the Hillel director there, Linda Ashkenazi.

A smattering of these students showed up Monday to see their friends or grab a bite at the Brooklyn College Hillel, gravitating to the office of the Center for Russian Jewish Life, where a Russian-language Seder was being planned. The Hillel building is an institutional-looking, brick structure, but students, especially the young women with their platform shoes and glittery nails, provide a measure of flash and dash. Among the students is pretty, dark-eyed Anna Pitselko, a pre-med student who came from the Ukraine in 1993. Also there is dapper Baruch Katz, an American-born junior and speech major from Midwood who as a child attended fervently Orthodox yeshivas and who looks as if he stepped out of a **Nautica** ad. Out-spoken Rosa Karpovich bridges the Russian and Orthodox worlds. Born in St. Petersburg but brought to New York as a baby, she attended a yeshiva, Brooklyn's Magen David.

Asked by a reporter to talk about themselves and to debate the hot topic of the day -- the recent vote of CUNY trustees to end remedial classes at the four-year colleges -- the students rise to the occasion. Most of the foreign-born students would like to see an exception to the no-remediation rule for English as a Second Language classes -- an exception CUNY has embraced, as it happens. To bar foreign-born people from the four-year colleges because they cannot pass the English exams would "discriminate against recent immigrants who want to continue their education," said sophomore Leo Sorits, who arrived from St. Petersburg eight years ago.

But Mr. Katz and Ms. Karpovich see a utility in ending other forms of remediation. "I don't want to say I'm insensitive, but when you enter college you need to have a certain level of education," Mr. Katz said. "If the standards at Brooklyn College were higher, the degree would become more valuable as a result."

Ms. Karpovich chafes at the fact that her teachers must spend time explaining the meanings of what she considers basic words to recent immigrants or the undereducated. "If a professor has to slow down all the time, people like me lose out," she said.

The easy Russian-Orthodox camaraderie on view at the Hillel is something Ms. Ashkenazi would like to foster. While Russian-speaking students conduct some activities on their own, like the Seder, they and the other students come together at Hillel for pan-Jewish events, such as Holocaust Remembrance Day commemorations or Israeli Independence Day celebrations. "They may start out with stereotypes, there may be tensions, but they work them out in a safe place," Ms. Ashkenazi said.

Ms. Ashkenazi sees the Brooklyn College Hillel as a kind of laboratory for future leaders of New York Jewry. Because both Russian and Orthodox students live in strong communities, they tend to take ideas for Jewish programming or rituals back to their home turf "and really get it started their own way," Ms. Ashkenazi said. She gives as an example the experience of one Russian student who attended a communal Seder, then went on to hold a Seder for Russian students in her home.

The Hillel has a three-year grant of more than 100,000 from the Continuity Commission of the UJA-Federation of New York for a project using the arts to reach out to unaffiliated Jews on campus, Ms. Ashkenazi said. A student theater group devoted to the work of Jewish play-wrights attracts both Orthodox students and Russians. Last year, it put on "The Dybbuk," this year, Neil Simon's "The Good Doctor." Recently, students put on a fashion show with 40 models that raised 1,000 for the Hillels of Russia. "It's the next generation," Ms. Ashkenazi said, proudly.

They may not be the suave intellectuals of the film "Arguing the World," but so what?

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**JOURNAL-CODE:** FW

**LOAD-DATE:** August 17, 2001

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:43 PM EDT



Source: News & Business > Combined Sources > News, All (English, Full Text) [i]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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*Golf Influence plays through strong as ever The Clarion-Ledger (Jackson, MS) March 28, 1999 Sunday*

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The Clarion-Ledger (Jackson, MS)

**March 28, 1999 Sunday**

**SECTION:** FASHION TAB; Pg. 14F

**LENGTH:** 449 words

**HEADLINE:** Golf influence plays through strong as ever

**BYLINE:** Pettus Gary

**BODY:**

By Gary Pettus/Clarion-Ledger Staff Writer

Years after coursing through the fashion world, the golf wear is still turning in a steady par.

"The golf look was strong last year and is strong again this year," said Tonie Knott, head of the men's department at Stein Mart in Jackson.

"A lot of guys who wear it don't even golf. It's just a nice look."

It's a true stroke of sartorial genius, says Katrina Tanksley, manager of Jos A Bank Clothiers in Jackson.

"Golf tends to keep increasing in popularity and, therefore, the golf look."

Its adherents can select their own separates - comfortable knit shirts, sweater vests, etc. - or dive into ensembles offered by specialized golf wear lines.

"For instance," Knott said, "there are Greg Norman golf wear, **Nautica** golf wear and Bobby Jones merchandise."

The Bobby Jones Collection, among the lines that remain popular in the Jackson area, offers an array of knit and woven shirts, sweaters, vests, trousers, shorts and outer wear.

There are knit polo shirts patterned in ombre stripes, ribbon twist diamonds, papyrus weaves and nostalgic stamped golf accessories.

Other fashions play up to the man who plans to drive this look right onto the links: sporty knit shirts in patterns of bold stripes, herringbones, tattersall plaids and oxford piques, made of 100 percent cotton; trousers and shorts made of twill or a cotton/microfiber blend with double reverse pleats; and long-sleeve, crewneck sweatshirts of 100 percent cotton.

"And there are tons of golf caps or hats, depending on which golfer you want to emulate," Knott said.

"There are regular visors, caps, straw hats and visors with sharks (the logo of golfer Greg Norman).

"For all golf wear, the colors are better than ever this year: yellows, peach, lighter blues.

"In shorts, we have sea-foam green, lilacs and other pastels."

A lot of men feel right at home wearing the golf look to the office, says Billy Neville, owner and manager of The Rogue in Jackson.

"There are a lot of lines that offer incredibly handsome golf wear, including Joseph Abboud and Jack Nicklaus."

The Nicklaus line includes the Valhalla Collection, for which the two-ply V-neck sweater and V-neck vest in solid navy and oatmeal are new this season.

The colors include ecru, stone, eggplant and aqua. Also new this season: a sleeveless zip-front wind vest with elastic bottom.

The Nicklaus Blue Collection features the new, packable, nylon anorak with hidden hood, in red, yellow, green and navy.

"Whether its for the golf course or the office, this look is still strong," said Garner Hickman of Great Scott in Jackson.

"And, depending on what you want, it can be dressier than ever."

**LOAD-DATE:** June 25, 2003

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

View: Full

Date/Time: Thursday, April 27, 2006 - 9:42 PM EDT



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**LENNY THE LARKSMITH: LENNY ROTHSCCHILD HAS GUIDED THE CHICAGO-BASED LARK STORES TO MALL SUCCESS.** *Daily News Record* March 29, 1999

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Daily News Record

March 29, 1999

**SECTION:** Pg. 4; ISSN: 1041-1119

**IAC-ACC-NO:** 54271664

**LENGTH:** 1259 words

**HEADLINE:** LENNY THE LARKSMITH: LENNY ROTHSCCHILD HAS GUIDED THE CHICAGO-BASED LARK STORES TO MALL SUCCESS.

**BYLINE:** Romero, Elena

**BODY:**

Chicago -- From his early days as an assistant buyer in the executive management program at Carson Pirie Scott, Lenny Rothschild knew he was destined to be a retail entrepreneur. In 1972 he left the corporate world to start the now-defunct freestanding boutiques Legs And Ears. In 1977 that chain was converted to mall-based Lark Stores, which Rothschild purchased from Milgram/Kagan Corp. Today, the Chicago-based retailer operates five stores under The Lark name as well as one The Lark Collection and one Technique. The change from freestanding to mall-based stores allowed Rothschild to attract a wider variety of customers in search of fashion. In the late '70s the stores had more of a suburban appeal, carrying brands such as Levi's and Brittanica. Today the stores are filled with a broad variety of brands from Iceberg to Versace and from Sean John to Fubu. DNR spoke with Lenny Rothschild, president of Lark Stores, as well as his general manager and buyer, Yolanda Holmes, to get an inside look at their business and future plans.

DNR: You operate The Lark, The Lark Collection and Technique. How did they evolve?

LENNY ROTHSCCHILD: About six years ago, as The Lark started to develop, the rise of brands began to take place. All of a sudden, you had a Guess, a Girbaud, a **Nautica**, a Tommy, a Donna Karan. Designer names were making an impact on the market. We believed that we had to segregate these names because they didn't mean the same thing to all people. So, we developed The Lark Collection -- which is Donna Karan, Polo, **Nautica** and Tommy Hilfiger. We developed Technique, which is Fubu, Mecca, Enyce, Karl Kani, Phat Farm, dada, Sean John. Then there's The Lark, which is what I refer to as the Neiman Marcus of the urban business -- Iceberg, Versace, Dolce & Gabbana, Ferre, Pelle, Coogi, Girbaud, Guess.

DNR: Where are the stores located?

ROTHSCCHILD: The Lark Stores are in Evergreen Plaza, Ford City and North Riverside Mall, Ill. In Evergreen, we also have a Lark Collection and Technique store.

DNR: How do you go about deciding which brands are appropriate for each of your stores?

YOLANDA HOLMES: There's a different customer in each of our stores. The Lark customer is not necessarily a Technique customer or a Lark Collection customer. In The Lark Collection we have Donna Karan, Tommy, **Nautica** and Polo -- all similar-type brands that run along the same line. At The Lark stores, that's where we carry our European lines. That customer is looking for the higher-end lines that are more cutting-edge. Technique is a little younger.

ROTHSCHILD: We are constantly redefining who our customer is and redefining who we are. Being in the urban business, you have to be flexible and move quickly. You have to realize that certain lines are long-term and others are not. We try to find the perfect marriage between the vendor, the customer and the store. What normally works for the East or West Coast doesn't always work for the Midwest. Some of the failures of companies in the last few years have been due to the fact that they were too large to segment. They didn't understand that a store a mile away from another unit is totally different. We micro-manage our stores, our inventory and our customers.

DNR: Who is your customer?

ROTHSCHILD: Our customer is fashion-driven. Our customer is looking for good service. Our customer is looking to be respected. Our customer isn't necessarily a demographic, our customer is a psychographic.

HOLMES: People who come to us are looking for the more cutting-edge merchandise.

ROTHSCHILD: Our customer is also occasion- and event-driven. If there's a concert in town or it's a big holiday weekend, our customer has a reason to shop. We cater to their needs at those particular times. If you walk into one of our stores on a Saturday, you can have 18 salespeople on the floor.

DNR: How big are your stores on average?

ROTHSCHILD: They range from 3,000 square feet to 5,000 square feet.

DNR: Where does private label fit in?

ROTHSCHILD: We're not in the private-label business.

DNR: Who are your competitors?

ROTHSCHILD: Anyone that competes for the same dollars we compete for. This includes rock concerts that come to Chicago, a new car that comes out, a new stereo system, a new CD that's on the market or a new theme restaurant.

DNR: Who has the advantage right now, department stores or specialty stores?

ROTHSCHILD: It's a matter of how you merchandise and market your product. Department stores have the advantage of having their own charge accounts. The specialty stores give more personalized service. As a specialty store, we're more tuned in to what the consumer wants.

DNR: How has the market evolved and what do you see in the future?

ROTHSCHILD: We need to operate under the free enterprise system. People have to look at some young designers and give them the opportunity to grow their business. We have to be flexible in terms of our thinking. Business today is not the same as it was five years ago.

DNR: How important is sticking with brands?

ROTHSCHILD: We like to develop long-term, steady relationships with vendors. We buy a lot of lines that start slow and become very hot. We don't just drop a line because our sales went up and then down. Just

because your child didn't bring home all A's doesn't mean you throw him out of the house. We like B's as well.

DNR: What's your philosophy on window displays?

HOLMES: Different -- not the norm. We like anything that will make you stop and take notice. We've had everything from a tractor trailer to a 1939 Maytag washing machine to laundry detergent. Our windows cause some action but they don't take away from the merchandise.

ROTHSCHILD: Window displays are a form of art. We do it to challenge the imagination of our consumer. Anybody can just stick a jacket in the window. But when you stick it next to a toilet with some flowers in it, I kind of think that's funky.

DNR: How often do you change them?

HOLMES: Major fixtures get changed every month and the apparel changes about three times a week on average.

DNR: What role do outdoor billboards play?

ROTHSCHILD: We have two major billboard programs in place. One is a highway billboard program that is with a major vendor. The other is a participation program with numerous vendors. We will have 200 billboards by the end of April.

DNR: But you don't have your address on the billboards. Why?

ROTHSCHILD: If you don't know where the party is, you shouldn't be going.

DNR: Other than billboards, what are some of The Lark's marketing efforts?

ROTHSCHILD: We have a three-phase marketing program. The first phase is billboards. The second is timely radio ads. And third, we have a full-time marketing person who goes into the clubs every night and is responsible for talking to the deejays, club owners and clubgoers. He gives out T-shirts from our vendors, or Lark chocolate.

DNR: Are you planning to open more stores?

ROTHSCHILD: We're a slow-growth business and are not looking to be the biggest player on the ballfield. If an opportunity comes along that fits our niche, we will open a store there. We believe women's will be a strong area of growth. We'll soon be opening a Lady Lark store that will cater to the urban woman with brand names such as Guess, Girbaud, Tommy Girl, Enyce, Maurice Malone -- anybody who does a diffusion of a women's line from the men's market. Then we will go into the women's market and augment these lines.

**IAC-CREATE-DATE:** April 9, 1999

**LOAD-DATE:** April 10, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [i]

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*Chicago Daily Herald March 31, 1999, Wednesday, Cook*

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Chicago Daily Herald

**March 31, 1999, Wednesday, Cook**

**SECTION:** Business; Northwest Briefs; Pg. 1

**LENGTH:** 258 words

**BODY:** Schawk forms alliance with Kraft

DES PLAINES - Schawk Inc. said Tuesday it entered into an agreement to provide digital imaging services for Kraft Foods packaging. The alliance affirms Schawk's strategic goal to build revenue through contracts with consumer products companies, said David A. Schawk, the company's chief executive officer. Des Plaines-based Schawk sells digital imaging services.

Prospect Hts. bank changes name

PROSPECT HEIGHTS - Banco Popular of Chicago announced that the Bronson-Gore Bancorp branches it acquired in July will be known as Banco Popular, effective immediately. With the acquisition of the five-branch Bronson-Gore Bancorp, Banco Popular now has 19 Chicago-area branches, including the former Bronson-Gore Bank at 606 N. Milwaukee Ave. in Prospect Heights. The other former Bronson-Gore locations are in Chicago.

Unilever, **Nautica** sign contract

ROLLING MEADOWS - Unilever said Tuesday it signed a license agreement with **Nautica** Apparel Inc. that gives Unilever Home and Personal Care-North America the right to use the **Nautica** name to develop and sell new fragrance and beauty products. The **Nautica** business will enhance Unilever's global beauty product portfolio, which also includes Elizabeth Arden Co., said Robert M. Phillips, president of Unilever Home and Personal Care-North America. **Nautica**, which produces clothing and home furnishings, is a division of **Nautica** Enterprises Inc. of New York. Unilever is the parent company of Helene Curtis, which has operations in Rolling Meadows.

**LOAD-DATE:** April 2, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:39 PM EDT



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*The Wet Set; Brief Article Town & Country April 1, 1999*

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Town & Country

**April 1, 1999**

**SECTION:** No. 5227, Vol. 153; Pg. 63 ; ISSN: 0040-9952

**IAC-ACC-NO:** 55250046

**LENGTH:** 112 words

**HEADLINE:** The Wet Set; Brief Article

**BODY:**

April showers? Who really cares? Brighten those soggy afternoons a weatherproof jacket and puddle-stomping boots. Top, from left: "Windrider" jacket (\$ 105) from **NAUTICA** BY DAVID CHU; at Kaufmann's and Dayton's. "Masters" microfiber jacket (\$ 200) from the BOSS HUGO BOSS GOLF collection; call (888) 3FAIRWAY. "Typhoon 20,000" jacket (\$ 577) by PAUL & SHARK; call (877) 990-6900. Yellow and green Wellington boots (\$ 62) from GARDENER'S EDEN; call (800) 822-1214. Bottom: EDDIE BAUER's navy chukkas (\$ 38); call (800) 426-8020. On the laddle: Wellipets duck boots (\$ 26); PUNCH, (516) 329-3897. Boy's yellow raincoat (\$ 24) from WIPPETTE KIDS; call (212) 695-6735.

**IAC-CREATE-DATE:** July 30, 1999

**LOAD-DATE:** August 03, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

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*Paul Sebastian Inc. Soap & Cosmetics April 1, 1999*

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Soap & Cosmetics

**April 1, 1999**

**SECTION:** No. 4, Vol. 75; Pg. 67

**IAC-ACC-NO:** 54397168

**LENGTH:** 58 words

**HEADLINE:** Paul Sebastian Inc.

**BODY:**

Women's Wear Daily disclosed the purchase by French Fragrances of the principal assets of Paul Sebastian Inc., including rights to the PS Fine Cologne for Men, Design and Design for Men, Casual and Casual for Men and Cigar Aficionado. The group also has attained distribution rights and inventory of the **Nautica** and Mark Cross fragrance brands.

**IAC-CREATE-DATE:** April 28, 1999

**LOAD-DATE:** April 29, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

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*Children Mimic Parental Style Cargoes, capris and cardigans abound, and butterflies and bees adorn Omaha World Herald (Nebraska) April 1, 1999, Thursday*

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Omaha World Herald (Nebraska)

April 1, 1999, Thursday SUNRISE EDITION

**SECTION:** ;FASHION; Pg. 40

**LENGTH:** 257 words

**HEADLINE:** Children Mimic Parental Style Cargoes, capris and cardigans abound, and butterflies and bees adorn

**BYLINE:** DONNETTE DUNBAR

**SOURCE:** WORLD-HERALD STAFF WRITER

**BODY:**

The children's fashion trend is a hybrid of pillowy pastels, simple shapes and all-American chic showcased in fabrics that float in the breeze.

Children's Place calls this season's trends "spring dreams" because of their ethereal quality.

Once again, clothing for tykes mimics that of adults. From toddlers to teens, boys and girls are taking styling cues from their parents.

Must-haves include cargo skirts and slacks, halter dresses and capri pants. Cargo pockets, logos, butterflies and bees adorn everything from hair accessories to bags and shoes.

"We're seeing lots of butterfly prints, daisy flowers, anything with embroidery" for girls, says Melanie Rusche, an assistant area sales manager for Von Maur.

Boucle cardigan twinsets abound, as do long, georgette skirts with multiple sheer underlayers.

Dresses come in beautiful floral prints with fancy embroidery and exquisite detailing such as lace-edged necklines and Empire waists and hems.

Boys are comfortable in cargoes and chinos, which look best in colors called sand, khaki, cement and gray - the newest neutrals.

"It seems like there's a big sailor theme, but in bright colors and cotton fabrics," says Rusche.

While the color is rich, it's not overpowering. Shirts, slacks and skirts come in sky blues, peachy pinks and dewy daffodils. Fabrications are a mix of linen, cotton and denim with a touch of Lycra.

"Lycra gives movement and freedom to everyday wear," says Donna Karan for DKNY kids in a recent newsletter.

**GRAPHIC:** B&W Photos/3 FRESH AS A FLOWER: Savanna Keene shows off a Hartstrings yellow floral-print peasant dress, \$ 90 from Von Maur, at Harveys Casino & Hotel. PEEK-A-BOO: Savanna's sky blue jumper, \$ 58, carries the **Nautica** label. The hat, by Hartstrings, is \$ 16. The items come from Von Maur. JUNGLE GYM: Donelle Stokes and her daughter, Symone, are utility chic in Fitigues fashions at Henry Doorly Zoo's Lied Jungle. Symone is dressed in lima thermal shorts, \$ 35, and a hooded top, \$ 54. The North America bear, \$ 23, is from the Village Toymaker. Mom models a sand-colored jersey dress, \$ 132, and black cardigan, \$ 68. -PHID- 857669, 857907, 843292

**LOAD-DATE:** April 1, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) 

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*Style: Table Toppers; Brief Article Good Housekeeping April 1, 1999*

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 Good Housekeeping

**April 1, 1999**

**SECTION:** No. 4, Vol. 228; Pg. BIH12; ISSN: 0017-209X

**IAC-ACC-NO:** 54153131

**LENGTH:** 633 words

**HEADLINE:** Style: Table Toppers; Brief Article

**BYLINE:** Sims, Amy C.

**BODY:**

What's new in dinnerware, glassware, and flatware? We visited the New York Tabletop Market show and spotted five noteworthy trends that could spark your imagination--and put fresh dazzle in your dining.

**MIX & MATCH** Forget about identical plates and cups on every placemat. In several collections, patterns, colors, and textures are meant to be combined any way you want. Comingware Dinnerware takes this swap factor to the max with five patterns featuring geometric, floral, and cresting-wave designs on dusty-green, indigo-blue, or buttery-gold backgrounds.

Other mix-and-match examples include Pfaltzgraff's **Nautica** Bermuda Tableware collection in which textures, tones, stripes, and flowers are combined on stoneware, glass, faux-ivory, and wood. Royal Doulton's Japora offers matchmaker possibilities, too, with mosaic patterns in rich garnet, green, aqua, and gold--no two pieces are exactly alike. Also able to blend beautifully with a variety of casual table settings is Onelda's Squeeze stainless flatware. Get a grip on the bright-as-bubblegum colored handles.

**METALLICA** Platinum is the newest rage in jewelry, and now it's showing up in table decor. Trimming the rim of a glass or rounding the edges of plates, it mirrors and reflects light. Lenox's Diamond Solitaire line is classic white dinnerware wrapped in a thick band of platinum.

The lines of Wilton Armetale's new metal serving pieces were inspired by Mission-style furniture. Sleek and handsome serving pieces, bowls, chip-and-dip trays, and wine-bottle coasters have etched and raised borders with terra-cotta insets.

**MEADOWLAND** Dense, busy florals once ruled tableware, but this season delicate botanicals look fresh on fine white porcelain or on creamy earthenware.

Sarah's Garden from Wedgwood captures the heart of the English countryside with drawing fruit and sweet wildflowers. Horse nettle, wild garlic, Johnny-jump-up, bellwort, and sweet pea are some of the flowers in the Philanthia porcelain collection from Fitz and Floyd Guild, designed from original paintings of North American botanicals.

**WHIMSY** A spirit of fun and adventure is being brought to the table by American and European artists and designers. The Essex Collection of Gloucester, MA, has a witty assortment of hand-decorated pottery and accessories in sophisticated color combinations including Splash pottery with trout, sunfish, feathers, lures, bobbers, and dragonflies. From Milan, the Poi ti spiego ... (translation: "I'll explain later") collection from FrancisFrancis reflects the work of several Italian artists. In Dances, small figures waltz or flamenco around bright borders.

**MILLENNIUM-INSPIRED** Think blue, for serenity, wellness, and inner peace-what we all want to cultivate as the new century approaches. The color blue is symbolic of tranquillity--and suddenly, strikingly prevalent in tableware.

In the Scheiner glass collection from Dansk, the clean, stylized lines of a vase, bowl, and platter are enhanced by bonded layers of blue and green glass that suggest a horizon. From Pfaltzgraff, Ocean Breeze glass collection contains sleekly modern tableware banded at the base in Lagoon Blue and Seafoam Green. Barossa glassware from Royal Doulton places clear goblets on stems of bright blue and brilliant green suitable for both formal and casual occasions.

The countdown to the year 2000 continues at Waterford Crystal, which is issuing The Millennium Collection, a series of slender limited-edition toasting flutes. (The company is also supplying the crystal ball that will drop in New York City's Times Square on New Year's Eve 1999.) Pieces are cut in five decorative designs that symbolize happiness, love, health, prosperity, and peace-fitting sentiments for the start of the millennium.

**IAC-CREATE-DATE:** March 22, 1999

**LOAD-DATE:** March 23, 1999

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

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*THE WINDS OF WAR; men's clothes; Brief Article; Buyers Guide Esquire April 1, 1999*

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 Esquire

April 1, 1999

**SECTION:** No. 4, Vol. 131; Pg. 106; ISSN: 0194-9535

**IAC-ACC-NO:** 54309273

**LENGTH:** 867 words

**HEADLINE:** THE WINDS OF WAR; men's clothes; Brief Article; Buyers Guide

**BODY:**

... may have grown calm, but servicemen still stand at the ready--except when they're on furlough. Esquire travels to San Diego and outfits off-duty sailor and marines with civilian weekend clothes that have a decidedly military edge.

This sailor is one of a crew of sixty-two hundred who man the USS John C. Stennis, America's newest nuclear-powered aircraft carrier. The ship and its two nuclear reactors can take him and his crewmates anywhere in the world at up to thirty knots, which--though not speedboat-fast--is pretty impressive for sixty thousand tons of steel. Rayon shirt (\$ 250) and nylon zip-front jacket (\$ 250) by CK Calvin Klein.

THIS PAGE: One of these things is not like the others; one of these things is, in fact, a marine. On liberty weekends, fraternizing is not unheard of, and this group of sailors manages to tolerate the company of a jarhead. When the time comes for them to ship out, they share quarters for six months at a time, so getting beyond the interservice rivalry isn't such a bad idea. From left: Cotton T-shirt (\$ 65) and cotton cargo pants (\$ 190) by Helmut Lang; Cotton patch-pocket shirt (\$ 68) and cotton cargo pants (\$ 65) by Tommy Hilfiger; leather belt (\$ 90) by John Bartlett; leather boots (\$ 180) by Chippewa. Cotton- and elastin shirt (\$ 250) by John Bartlett; flat-front cotton trousers (\$ 221) by Costume National Homme; belt (\$ 120) and leather boots by Helmut Lang. OPPOSITE PAGE: Not what you'd likely find in a bunk on the Stennis, though surely what these guys wish they'd find. Bikini by Jean Paul Gaultier.

Weekend leave: a chance to blow off steam in civilian territory. At a bar in San Diego, they mix it up with a few locals, who can't resist a man in uniform--or, for that matter, uniform-inspired casual wear. Far left, center: Cotton T-shirt (\$ 30) by Emporio Armani; wool trousers (\$ 550) by Giorgio Armani. Near left, from left: Cotton T-shirt (\$ 222) and flat-front cotton trousers (\$ 233) by Dolce & Gabbana. Cotton shirt (\$ 50) and cotton trousers (\$ 68), **Nautica** by David Chu. Her outfit by Futura Ozbek.

Above left: Cotton jacket (\$ 285) and cotton shirt (\$ 110) by Richard Edwards. Her tank top by Moschino. Above: Cotton-and-elastin shirt (\$ 233) by Dolce & Gabbana. Left: Cotton tank top (\$ 90) by Jean Paul Gaultier; flat-front cotton trousers (\$ 240) by Moschino Uomo. Her dress by Jussara.

Marine Corps boot camp: twelve weeks of grueling training and zero contact with family or fiancée. Then, five weeks of infantry training. Now the trooper is awaiting orders to ship out, though six months on a float doesn't intimidate him; when he's in port and on liberty, he'll get off the ship and into some of the most

exotic places he's ever been which is why he joined in the first place: to see the world. Cotton patch-pocket shirt (\$ 68) by Tommy Hilfiger.

It took a journey of thirteen hundred miles and a handful of life-changing events for this man to become a U.S. Navy seaman. For enlisted seamen, basic training lasts about fifty-four days, during which students are prepared for the chaos of battle as well as the isolation of peacetime aboard the ship. Graduates then choose a specialty and attend school to learn anything from Arabic to aviation ordinance. Cotton camp jacket (\$ 510) and flat-front cotton trousers (\$ 350) by Gucci, naval-issue cap.

Thanks to basic, squadronmates are like brothers, except that most brothers aren't this close. Near right, from left: Cotton tank top (\$ 57) and cotton cargo pants (\$ 190) by Helmut Lang; leather boots (\$ 73) by Timberland. Mesh-cotton tank top (\$ 38) and cotton cargo pants (\$ 58) by Polo Jeans Co.; leather boots (\$ 160) by Chippewa. Far right, in background: Cotton T-shirt (\$ 24) by Polo Mans Co., cotton trousers (\$ 55), Polo by Ralph Lauren; leather boots (\$ 150) by Kenneth Cole.

Despite their obvious affinity for the water, naval enlisted men will often go on a float for months at a time without once spending time topside--especially those working deep inside a carrier. So they still relish a visit to Breaker's Beach, part of the North Island base. Near right, from left: Long-sleeved cotton shirt (\$ 70) and flat-front cotton trousers (\$ 55), Polo by Ralph Lauren. Cotton T-shirt (\$ 55) and cotton trousers (\$ 55), Polo by Ralph Lauren. Cotton T-shirt (\$ 36) and cotton trousers (\$ 68) by Polo Jeans Co.

The Stennis rises 244 feet from keel to mast (about as high as a twenty-four-story building) from the signal bridge, the view spans the 4.5-acre flight deck, where Tomcats are among the eighty combat and tactical aircraft assigned to the ship's eight squadrons. Four catapults and four arresting-gear engines enable her to launch and recover aircraft simultaneously. The Stennis operates as the centerpiece of a carrier battle group of four to six other ships. THIS PAGE, from left: Cotton camp jacket (\$ 510) and flat-front cotton trousers (\$ 350) by Gucci. Cotton-and-elastic camp shirt (\$ 233) and flat-front cotton-blend trousers (\$ 469) by Dolce & Gabbana OPPOSITE PAGE: Cotton shirt (\$ 50) and flat-front cotton trousers (\$ 63), Nautica by David Chu; leather boots (\$ 73) by Timberland; naval-issue belt.

**IAC-CREATE-DATE:** May 17, 1999

**LOAD-DATE:** May 18, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

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*EASTER IS A FASHION PARADE; BONNETS ASIDE, IT'S MORE CASUAL Times-Picayune (New Orleans, LA)  
April 2, 1999 Friday, EAST JEFFERSON*

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**April 2, 1999 Friday, EAST JEFFERSON**

**SECTION:** METRO; Pg. B1

**LENGTH:** 664 words

**HEADLINE:** EASTER IS A FASHION PARADE;  
BONNETS ASIDE, IT'S MORE CASUAL

**BYLINE:** By NATALIE POMPILIO East Jefferson bureau

**BODY:**

Maureen Nelson remembers taking the bus downtown to Canal Street with her four siblings and mother to shop for their Easter ensembles. The D.H. Holmes department store was always their destination, where Nelson would choose a pastel dress with a full can-can petticoat, white shoes and a hat.

"It was a tradition," the Metairie resident said.

Among Al Phillips' Easter memories are the special times he spent with his father before the holiday.

"My dad used to take me to get a suit," said Phillips, a Lakeview resident. "You knew, come Easter, it was time to get your suit for the year."

For Christians, Easter symbolizes new life, new hope and in modern times, a new outfit.

As the holiday approaches and the retail world's spring selling season begins, stores have been crammed with shoppers looking for the perfect thing for their children to wear. Prosperous times mean children now get clothing more than once a year, but parents said they were willing to spend as much as \$100 to make their children look nice on the holiest of holidays.

"It's a time of year they're outgrowing all of their old clothes anyway," Nelson said.

Of course, times have changed. When D.H. Holmes closed, the Nelson family began shopping at Canal Street's Maison Blanche. With Maison Blanche gone, Nelson took her own two daughters, ages 9 and 12, through a Dillard's in Metairie.

Styles have changed, too. When Phillips was a boy, buying that one Easter suit meant the world. Nowadays, the fancy wear is usually reserved for girls.

"You don't see too many suits anymore," said Linda Malek, manager of Kids Concepts in Clearview Mall.

Most of today's boys, she said, "are very preppy." The tidy conductor's cap is out, but a pair of slacks with a nice shirt and tie are in. Also popular: the loose, more casual clothing designed by Tommy Hilfiger, **Nautica** and Polo. She's seen boys negotiate with their parents for an outfit that's suitable for church on Sunday and hanging out during the week.

"It's more casual and dressy at the same time," Malek said.

LaRose resident Joan LeBouef would like to see her daughter wear something traditional on Easter, including a full slip, a straw hat and white stockings, with a dainty purse and matching shoes.

Renee LeBouef, 10, disagrees. Strongly.

"It's too 1800s," Renee said when her mother held up a simple sailor-style dress. "That is gross. Put that down."

Renee's ideal dress has no bows, no ribbons and no frills. Something lime green and shiny would be preferable. Joan LeBouef grimaced at that description, then began searching the racks at Kids Concepts in Clearview Mall again.

"There's nothing here I call 'traditional,'" she said.

"There's nothing here I call 'cool,'" Renee countered.

For girls in some circles, the frilly bonnet is still fashionable. Malek said she still sells her share of can-can slips, but the older girls, ages 7 to 14, now wear simpler outfits.

They're "more trendy and more casual than what I did, not at all frilly," said Nelson, another Easter outfit traditionalist. She and preteen Victoria were having a hard time agreeing on a suitable ensemble.

Easter shopping, Nelson said, "Isn't as much fun with a 12-year-old." Vanessa, standing behind her mother, rolled her eyes.

But the younger ones, those who still believe in the Easter Bunny, are easier to persuade. Victoria Vinnett proudly displayed the floor-length yellow dress her 8-year-old daughter Jasmine Dorsey would be wearing Easter Sunday.

Vinnett carefully chose a white headband with a bow, short white gloves and lacy white anklets to accompany the dress. Total cost: about \$65, but Vinnett said she made it a point to save up to buy her three daughters special outfits every Easter. Vinnett's oldest daughter is in college, but she, too, got a new suit, stockings and shoes.

"It's just a traditional thing and you just keep it going," said Vinnett, a St. Rose resident. "That's what we save up for: Easter and Christmas."

**GRAPHIC:** Victoria Vinnett tries an Easter headband on her reluctant daughter Jasmine Dorsey, 8, while shopping at Kids Concepts in Metairie. The St. Rose pair were shopping for Jasmine's Easter outfit. STAFF PHOTO BY JOHN McCUSKER

**LOAD-DATE:** April 2, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Sneaker Savvy; Marketing wizard hired to take Footaction USA on different path Fort Worth Star-Telegram (Texas) April 5, 1999, Monday*

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Fort Worth Star-Telegram (Texas)

April 5, 1999, Monday FINAL AM EDITION

**SECTION:** TARRANT BUSINESS; Pg. 7

**LENGTH:** 835 words

**HEADLINE:** Sneaker Savvy;  
Marketing wizard hired to take Footaction USA on different path

**BYLINE:** Bill Bowen, Star-Telegram Writer

**BODY:**

IRVING - John Lauck's new employer has a problem.

For years, Footaction USA's sales - and those of the \$ 14.73 billion athletic footwear industry as a whole - rode a wave of athletic fashion driven by Michael Jordan's popularity and a teen-age market enthralled by the colors and name recognition of professional basketball.

But Jordan has retired. The NBA lockout has dampened market enthusiasm. "Brown shoes," such as Doc Marten's and Timberland, have become hipper than tennis shoes among some segments of Footaction's market. And department stores are peddling designer athletic shoes created by the likes of Tommy Hilfiger and **Nautica**.

Athletic footwear sales in 1998 declined by 8 percent to 10 percent, according to the Athletic Footwear Association. Volume was off by as much as 15 percent.

Footaction's operating profit for 1998 was off \$ 13.4 million to \$ 39.4 million for the year.

Worst of all, Footaction USA, in name, store locations and merchandising approach, is barely discernible from Foot Locker, the industry leader, Finish Line, Athletes Foot and Just for Feet, all competitors - with too many stores, according to industry analysts - scrambling for a dwindling market.

While Footaction, with 572 mall-based stores, and others have helped Nike and Reebok create brand names for their shoes, they have done little to create brand identity for their own stores, analysts say and company officials concede.

"They all have similar stores, similar names, similar approaches

and the same market," says Mark Tedeschi, footwear editor for Sporting Goods Business magazine, a trade publication. "The challenge for Footaction is to set themselves apart. "

Enter Lauck.

A marathon runner with a track record in corporate marketing, Lauck has created campaigns to brand products during stints at General Mills, Pizza Hut and Blockbuster Video.

At General Mills, he helped launch campaigns for Yoplait "breakfast yogurt" and Honey Nut Cheerios. At Pizza Hut, he marketed cheese-stuffed pizza crust. Aimed at different market sectors, that campaign featured Dennis Rodman, Rush Limbaugh, Donald Trump and Ringo Starr eating their pizza slices crust side first.

"We created a whole new pizza," Lauck says, adding that it is still on the menu and a good seller for the chain.

He also developed marketing tie-ins with Nickelodeon and The Land Before Time animated movie series to appeal to younger dinner deciders.

Now he must create a brand identity for Footaction.

"To me, branding is about standing for something," Lauck says.

"Who are we? "

The one part of that definition that Lauck knows, so far, is that Footaction is a retailer for "kids," who represent half of mall traffic and about half of the company's sales.

And Footaction, in ninth place with sales of \$ 608 million in 1998, has already taken steps to halt the market slide, Lauck says.

Hiring Lauck was one. The company's marketing department reported to the general merchandising department before. Lauck's arrival - and title as senior vice president - puts the focus on creating brand identity, company officers say.

The company has also added brown shoes to its line, including Ann One Apparel and Footwear, and in the past two weeks brought in designer lines of athletic shoes produced by **Nautica** and Polo.

The company also has a strong reputation among its teen-age clientele with its FATV, Footaction television, which runs music programming on televisions placed in the store.

"They want the hottest shoes and are only going to shop in the coolest stores," Lauck says of teens.

Lauck points to Abercrombie & Fitch as a retailer that remade itself to appeal to a new audience and created a brand identity in the process.

"They were an old-men's store that had been around forever," Lauck says. "They were kind of stuffy. "

But the company brought in new clothing lines, created A&F caps and jackets and created a hip catalog that was so edgy that some people found it offensive.

"Kids loved it, though," he hastens to add. "Now it's cool for kids just to have one of the catalogs. "  
Lauck's first job is conducting extensive marketing surveys to unravel what goes into a footwear or apparel "purchasing occasion. "  
At Pizza Hut, research showed that the decision wasn't "Hey, let's have pizza," Lauck says, but rather, "I don't want to cook tonight. "

It was driven behavior rather than purchase dynamics, Lauck says.

That resulted in a campaign aimed at moms, and packaging pizza, salad and soft drinks delivered at a single price.

But the surveys and consumer tryouts won't be completed at Footaction until late summer. Consumers won't see a campaign until early fall or later, Lauck says.

That may be too late for back-to-school shopping, one of the industry's prime seasons.

"The main thing is to do it right," he says.

Bill Bowen, (817) 685-3809  
[bbowen@star-telegram.com](mailto:bbowen@star-telegram.com)

PHOTO(S): Kelley Chinn

**LOAD-DATE:** April 6, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*ADWEEK APRIL 05, 1999; Midwest Edition*

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 ADWEEK

**APRIL 05, 1999; Midwest Edition**

**SECTION:** hotline

**LENGTH:** 461 words

**BODY:**

GM Dealers Seeking an Injunction

DETROIT--A group of Illinois General Motors dealers that are suing the automaker to block its new field marketing program have requested a preliminary injunction to temporarily stall the implementation of the new system until the lawsuit can be decided. The request was filed in Cook County Circuit Court on March 25, and the two parties are scheduled to be back before

the judge April 6. GM's program, which took effect April 1, replaces a previous marketing arrangement under which money collected from dealers was returned to dealer marketing groups [Adweek, Dec. 21]. The new guidelines call for those marketing dollars to remain in GM's hands to fund local programs, with GM's Local Communications unit handling local media buying. The lawsuit, filed by the dealers and their trade associations, alleges GM's new program violates the Illinois Motor Vehicle Franchise Act.

Colle & McVoy Shareholders Approve Sale

CHICAGO--Shareholders of Colle & McVoy overwhelmingly accepted a buyout offer from Toronto-based MDC Communications. Nearly 85 percent of the Minneapolis agency's direct shareholders and those in the employee stock ownership plan approved the merger. Under terms of the agreement, MDC will own an 80 percent share, with agency management owning the remaining 20 percent.

3 In Stretch Run for Bluegrass Tourism

ATLANTA--After hearing presentations from eight in-state agencies last week, the Kentucky Tourism Development Cabinet has reduced the field to three finalists for its \$ 3.5 million ad account. The remaining shops, all based in Louisville, are incumbent Creative Alliance, Paul Schultz Advertising and Ott Communications. Ousted were The Beam Group, Doe-Anderson, Power Creative and Sheehy & Associates, all Louisville; and Ad-Success of Lexington.

M/W Furnished With New Account

CHICAGO--Martin/Williams in Minneapolis picked up advertising duties for Lexington Furniture, agency officials said. The Lexington, N.C.-based company markets furniture licensed by **Nautica** and Arnold Palmer. Billings were estimated at \$ 5 million.

Cleveland Dental Group Rinses Agency Search

ATLANTA--Crittenden Advertising of Raleigh, N.C., won a shootout against Cleveland's Liggett-Stashower to land advertising and marketing on the estimated


\$ 4 million account of DentalCare Partners, Cleveland.

#### Accounts Roundup ... Aeropostale Taps Bozell

Bozell Chicago was named agency of record for retail clothing company Aeropostale. The agency's first task will be a back-to-school campaign. ... Beltone Electronics Corp., which manufactures hearing aids, turned to Euro RSCG Tatham here to handle its estimated \$ 3 million account following a review that included Laughlin/

Constable, Chicago.

**LOAD-DATE:** April 7, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(gteq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Digests Marketing Week April 8, 1999*

Copyright 1999 Centaur Communications Ltd.  
Marketing Week

**April 8, 1999**

**SECTION:** News; Pg. 9

**LENGTH:** 359 words

**HEADLINE:** Digests

**BODY:**

AT&T unit Liberty Media is to buy eight per cent of global media giant News Corporation in a \$ 2.1bn (£1.3bn) deal. Liberty holds interests in networks such as the Discovery Channel and has assets in telephony and video distribution.

Barclaycard is to test a new credit card in Leeds, which allows holders to download and store money and to access account information using a mobile phone. The trial, which is being run with Cellnet, combines two existing tests in Leeds...

...Barclaycard will broadcast its first TV and press advertising campaign since reappointing BMP DDB to the account last November. The push launches at the end of April.

Eastern Electricity, Eastern Natural Retail and Eastern Electricity & Natural Gas are all being renamed Eastern Energy.

Lloyds Bank Insurance Direct will be renamed 'insuredirect from Lloyds TSB' from this week.

Budgens, the high street supermarket chain, is to ban genetically modified ingredients from its own-label range by the end of the year.

Mars Confectionery has entered a licensing deal with McVitie's, which is to produce Galaxy and Milky Way cake bars.

PPP Healthcare and Lloyds Pharmacy have linked with BBC TV Airport star Jeremy Spake, who will front the launch of a new range of travel insurance products.

Sharwood's and Sun Valley Foods will launch co-branded chilled meals, called the Stir-Fry Chicken range, which consist of three stir-fry flavours, Peking, Malaysian and Thai sweet chilli.

Ladbroke's is launching a new poster campaign through Peter Kane & Co for its betting shop windows to highlight the main events of the sporting calendar.

Trebor Bassett has launched Bassett's Fundays, a 25-strong confectionery range, branded by design agency Wickens Tutt Southgate.

Unilever has signed a licensing deal with **Nautica** Apparel to market a global portfolio of fragrance and beauty products.

Costa Coffee, the Whitbread-owned coffee chain, is planning to open 50 new outlets in the coming year.

Scout, the telephone and Internet directory, will supply interactive services to Cable & Wireless Communications' digital TV platform.

**LOAD-DATE:** April 14, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica links up with Unilever for beauty products Marketing April 8, 1999*

Copyright 1999 Haymarket Publishing Services Ltd  
Marketing

**April 8, 1999**

**LENGTH:** 96 words

**HEADLINE:** Nautica links up with Unilever for beauty products

**BODY:**

**Nautica**, the US sportswear brand, is to launch its own fragrance and beauty products range through Unilever.

Unilever will develop and market **Nautica** fragrances and beauty products on a global basis. The move follows several successful fragrance launches by other sportswear brands licensing their brand names to large toiletries firms.

These include Adidas toiletries, which are licensed through Coty, and Tommy Hilfiger fragrance, through Estee Lauder. Unilever holds the licence for beauty brands including Calvin Klein Cosmetics and Elizabeth Arden.

**LOAD-DATE:** October 5, 2000

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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COMING UP *Newsday* (New York) April 15, 1999, Thursday,

Copyright 1999 Newsday, Inc.

# Newsday

Newsday (New York)

April 15, 1999, Thursday, NASSAU EDITION

**SECTION:** HOME & GARDENS; Page B19

**LENGTH:** 196 words

**HEADLINE:** COMING UP

**BYLINE:** COMPILED BY LEIGH A. FIELDS

## BODY:

FASHION SHOW. The 1999 Master Apprentice Collection showcases the latest trends in fashion, with one-of-a-kind garments by Nicole Miller, Betsey Johnson, Tommy Hilfiger, Vera Wang and **Nautica** by David Chu. The garments are made from Wellman's Fortrel EcoSpun, a new fiber made from recycled plastic bottles. It's at 1 p.m. April 22. "The Master Apprentice Sketch Exhibit" of more than 100 original fashion illustrations will be on view through April 26. Both are at Citicorp Center, Atrium, 53rd Street and Lexington Avenue, Manhattan, free, 212-559-6758. ARTS AND CRAFTS SPRING FAIR. More than 100 exhibitors will show ceramics, wood, leather, glass, jewelry and more from 11 a.m. to 6 p.m. Saturday and Sunday. It's at the YMCA, Main Street and Park Avenue, Huntington, free admission, 516-681-1176. JAPANESE IKEBANA BASKETS REVISITED. Exhibit featuring 60 late 19th and early 20th-Century works from private collections is on view through May 1, from 10:30 a.m. to 6 p.m. Mondays through Saturdays, from noon to 6 p.m. Sundays. It's at The Manhattan Art and Antiques Center, Gallery 58, 1050 Second Ave. between 55th and 56th Street, Manhattan. Call 212-223-4600.

**LOAD-DATE:** April 15, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Naturally noteworthy THE BALTIMORE SUN April 18, 1999, Sunday*

Copyright 1999 The Baltimore Sun Company  
THE BALTIMORE SUN

**April 18, 1999, Sunday ,FINAL**

**SECTION:** HOME & FAMILY ,3M HOME FRONT

**LENGTH:** 486 words

**HEADLINE:** Naturally noteworthy

**BYLINE:** Karol V. Menzle

**SOURCE:** Sun Staff

**BODY:**

A frog table, an angel table and a desk whose drawer pulls are a frog and three bugs are among the whimsical creations of Berlin artist Patti Baltrotsky, who embellishes odd pieces of furniture with lively motifs from the natural world.

Baltrotsky's work is on view this month at the Art League of Ocean City. It includes furniture, decorative items and mosaic wall paintings. Half of the proceeds from each sale will benefit the Worcester County Humane Society and the Art League of Ocean City. The gallery is open from 1 p.m. to 4 p.m. Thursday through Sunday. For more information, call 410- 524-9433.

**Collaborative effort comes to the table**

A collaboration between Pfaltzgraff, the York, Pa.-based producer of tablewares, and **Nautica**, the clothing design firm associated with classic fashions, has produced **Nautica** tableware. There are two collections. Signature includes stoneware, wood and glass accessories in cheerful red, white and blue. The other collection is called Bermuda, and features mix-and-match patterns called Calico, Indigo Rose and Rattan. For more information, call Pfaltzgraff at 800- 999-2811. -- K. M.

**Gardening Stewart style**

Martha Stewart, style maven and indefatigable marketer, wants to move into your garden. She has introduced a new line of outdoor furniture, tools and planters, called Martha Stewart Everyday Garden. The line, available at Kmart, includes tables, chairs and patio umbrellas, a hammock, long- and short-handled tools, terra-cotta planters and garden-storage containers. Additionally, Stewart plans to add seeds and bulbs to the line. Prices range from \$1.49 (for a ball of jute twine) to \$799 (for a five-piece, cast-iron-look aluminum dining set in the Southampton collection). -- K. M.

**EVENTS:**

\* You can still catch the stunning display of quilts made by members of the Baltimore Heritage Quilting Guild from 10 a.m. to 5 p.m. today at the gymnasium at Friends School, 5114 N. Charles St. There will be more than 200 quilts on display, and a large merchant mall. Chances can be bought to win a quilt designed


and stitched by guild members. Refreshments will be available. Admission is \$5.

\* Pottery, prints, paintings, sculpture, stained glass and jewelry are among the items by artists of the Mill Centre Association that will be on display this coming Saturday and Sunday. The event is part of the 11th annual Baltimore Open Studio Tour, sponsored by the Mayor's Advisory Committee on Art and Culture and the Friends of School 33 Art Center. Studios will be open from noon to 5 p.m. both days. Admission is free, and there is ample parking. The Mill Centre is at 3000 Chestnut Ave. For more information, call 410-467-4038. --K.M.

Home Front welcomes interesting home and garden news. Please send suggestions to Karol V. Menzie, Home Front, The Sun, 501 N. Calvert St., Baltimore, Md. 21278, or fax to 410-783-2519.

- GRAPHIC:** Photo(s) 1. (Frog table)  
 2. (Tableware)  
 3. (Martha Stewart)  
 4. (Quilt)

**LOAD-DATE:** April 28, 1999

Source: [News & Business](#) > [Combined Sources](#) > [News, All \(English, Full Text\)](#) 

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Nautica Apparel HFN April 19, 1999*

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Business and Industry  
HFN

**April 19, 1999**

**SECTION:** Vol. 73, No. 16; Pg. 18; ISSN: 1082-0310

**RDS-ACC-NO:** 1933518

**LENGTH:** 135 words

**HEADLINE:** Nautica Apparel

**HIGHLIGHT:**

Nautica Apparel has signed a deal with American Pacific as its licensee for bedding

**BODY:**

\* Nautica Apparel signed a new licensing agreement with American Pacific as its licensee for bedding, ending a two-year relationship with Dan River.

The launch this market was quite impressive, incorporating apparel fabrications --such as corduroy and menswear looks, as well as sewing details--into the various collections. Standout ensembles included Boardroom, a menswear look with velvet duvet or comforter and coordinating pillows and throw, and Blackwatch, a corduroy duvet with leather trim and buttons.

photo omitted

Nautica is also offering five styles of patchwork quilts at an opening price point of \$69.99 Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.. Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc..89

**TYPE:** Journal; Fulltext

**JOURNAL-CODE:** HFN

**LOAD-DATE:** January 13, 2005

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 10:01 AM EDT



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**PFALTZGRAFF FOCUSES ON FINE TUNING: CEO OUTLINES SECOND-QUARTER GOALS; FOCUSES ON SERVICE.** *HFN The Weekly Newspaper for the Home Furnishing Network April 19, 1999*

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 ASAP

Copyright 1999 Capital Cities Media Inc.  
 HFN The Weekly Newspaper for the Home Furnishing Network

April 19, 1999

**SECTION:** Pg. 46

**IAC-ACC-NO:** 54531617

**LENGTH:** 469 words

**HEADLINE:** PFALTZGRAFF FOCUSES ON FINE TUNING: CEO OUTLINES SECOND-QUARTER GOALS; FOCUSES ON SERVICE.

**BYLINE:** Zisko, Allison

**BODY:**

YORK, Pa.-Booming business brings good news and bad news, a paradox that leading tabletop manufacturer Pfaltzgraff is quickly addressing in the second quarter.

Pfaltzgraff had a strong, "very gratifying" fall selling season, according to chief executive officer Bill Simpson.

Its **Nautica** brand has taken off on the West Coast and has been receiving promising reviews elsewhere. Naturewood is now the company's top-selling pattern, outranking Tea Rose, its number-one pattern at mass. And a 10 percent increase has been planned into sales goals this year, an objective Pfaltzgraff has a good chance of meeting since the strength of the brand is good, according to Joseph D'Alessandro, vice president, wholesale sales.

All this good news means the company must work harder to meet customer demand, strengthen retail partnerships and improve its distribution services, Simpson said.

Pfaltzgraff had difficulty meeting demand last summer due to snags in new product development and other areas. "We are working very hard on the issue of service," Simpson said. "That's our main goal for '99."

Filling orders completely and on time is another objective, one in which Simpson believes his company is making progress.

The recent move into a new distribution facility at its headquarters here will provide better service and lower costs, Simpson said. In the second quarter, Pfaltzgraff will install automated systems -- that can sort product by branch store, for example -- to improve efficiency and accuracy. "We want to maintain a leadership role in that area [of distribution]."

Machines can do a better job than humans in this area, but the move to automation will not put Pfaltzgraff employees out of work, according to Simpson. The company is continually looking for new employees in a

tight labor market, he said.

Simpson said Pfaltzgraff will continue to service several channels of distribution, including the mass market, specialty stores and department stores. "There needs to be a constant flow of ideas and product."

Considering opportunities in non-traditional retailing, Pfaltzgraff maintains a Web site, but customers who want to purchase catalog items featured on the Web must order via phone. When asked if the company plans to sell over the Internet, Simpson replied, "This is coming. We have to determine how Pfaltzgraff will address Internet retailing. I think everyone has to address that."

Consumer Web behavior is "fascinating and challenging," he added. "We have to figure out what our role is in that direct-customer channel." Pfaltzgraff, like every other vendor, must deal with changes in the industry. "We ultimately have to go where consumers are," Simpson said. "It provides a constant challenge for us to work through this changing landscape."

**IAC-CREATE-DATE:** June 18, 1999

**LOAD-DATE:** June 21, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) ☐

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*HEADS UP AT HAMPTON INDUSTRIES. Daily News Record April 19, 1999*

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Daily News Record

**April 19, 1999**

**SECTION:** Pg. 18; ISSN: 1041-1119

**IAC-ACC-NO:** 54427398

**LENGTH:** 677 words

**HEADLINE:** HEADS UP AT HAMPTON INDUSTRIES.

**BODY:**

AS PRODUCTION HOUSE TAKES ON BIG NAMES, SALES, PROFITS RISE

NEW YORK -- Hampton Industries is embarking on one of the scariest projects ever: upping its image.

Like Supreme International and Capital Mercury Group, Hampton Industries is shifting from a private-label and volume-based production house to a player in branded and licensed merchandise. Adding names -- like **Nautica** Boys, Joe Boxer, Dickies, Looney Tunes, Justin, Top Flite, Rawlings and Spalding -- to its fold has greatly increased the 73-year-old company's bottom line. Numbers, now in the black for the past year, have fueled Hampton's desire to do more in men's wear.

In the last three months, Hampton has signed licensing agreements with Joe Boxer for boys' and girls' sleepwear and underwear, and with Top Flite for men's and boys' activewear. Within the next year, the company wants to purchase a mid-sized (\$ 25 to \$ 50 million) brand for its stable in either boys' or men's casual, active or loungewear, according to Steven Fuchs, the third generation of his family to serve as president. Also, Hampton plans to pay more attention to Flipbox, its own young men's brand.

"It's often like having the sizzle, without any steak," said Fuchs of lifestyle marketing. "While that sounds like fun, it wouldn't be what we do. We want to be the steak. It's appropriate for product and our ability to get it to market to speak for itself."

And product has spoken loudly and clearly. Boosted by higher sales and margin improvement, the company returned to profitability in the fourth quarter. Profits for the period ending Dec. 26 rose to \$ 803,000, from a loss of \$ 244,000 a year ago. In the last quarter of 1998, sales rose to \$ 61.4 million from \$ 54 million and gross margins increased by 30 percent margins in 1998.

For the year, earnings doubled to \$ 2.4 million and sales to \$ 190.3 million. According to market sources, Hampton Industries is on track to top the \$ 275 million sales mark for the year 2000.

Branded apparel is clearly becoming the company's cash cow. While Fuchs describes private-label business as Hampton's steady foundation, brand performance is where it finds growth. Branded apparel accounted for 15 percent of Hampton's sales in 1996; last year branded products accounted for \$ 26.6 million of a \$ 27.3 million increase in sales.

"I think of our relationship as a win-win situation for both companies," said David Chu, CEO, president and designer of **Nautica International Inc.**, who signed Hampton as a licensee for **Nautica Boys** in 1994. "I've seen tremendous progress in the way they do business and the way the whole organization is put together.

"The [**Nautica Boys**] product is getting better every season, because they are executing well," he said.

Last summer, the company also installed a video-conferencing system linked with offices in Kingston, N.C., and in Asia. The system is expected to slash the company's travel budget "substantially" in the next year as executives telecommute, rather than travel, to company meetings. Camera mechanics are so advanced, Fuchs said, it can focus closely enough on a product to show a fabric's weave. The company also installed a state of the art, \$ 1.5 million computer system last year, the technology will improve margin tracking by line-item accounting to identify expenses in every aspect of operations. "Hampton has become very modern in their thinking," said Chu. "[Fuchs] is a focused type of a guy. If he looks at an idea and he believes in an idea, he drives the idea."

Each of the company's divisions is required to perform like its own company. Division heads from Dickies to private label to mass brands, like Le Tigre, navigate their own businesses -- complete with business plans and design teams through production, distribution and market. Only **Nautica Boys** is marketed by its parent company, **Nautica International**.

"By operating individually, we are working together," said Fuchs. "It cuts down on bureaucracy. It allows us to be product and customer driven."

**IAC-CREATE-DATE:** April 26, 1999

**LOAD-DATE:** April 27, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

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*OPTIONAL UNIFORM PROGRAM WEARING WELL AT CHALKLEY Richmond Times Dispatch (Virginia) April 21, 1999, Wednesday,*

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Richmond Times Dispatch (Virginia)

April 21, 1999, Wednesday, CITY EDITION

**SECTION:** CHESTERFIELD PLUS, Pg. M-4

**LENGTH:** 668 words

**HEADLINE:** OPTIONAL UNIFORM PROGRAM WEARING WELL AT CHALKLEY

**BYLINE:** Kristen Noz; Times-Dispatch Staff Writer

**BODY:**

Five-year-old Cherise Jackson likes her school uniform. Her blue jumper and white shirt make her feel pretty.

About half of the 820 students at Chalkley Elementary School agree with Cherise and participate in the school's optional uniform program. Pupils wear khaki or navy pants and shorts, red, navy or white shirts, and navy or red sweaters. Girls also may wear navy or khaki skirts and jumpers. There are special "denim days" twice a month for jeans.

Chalkley first considered a uniform program during the 1996-97 school year because of an increasing number of fights over clothing, said Jill Waldrop, a teacher and chairwoman of the school uniform committee.

Chalkley implemented the optional uniform program in September 1997. A public school cannot require uniforms without School Board approval, said Gale Cushing, director of elementary education.

Chalkley's committee chose a color scheme instead of a specific brand or style to keep the uniforms affordable and accessible. The cost varies, but approved clothing is available at Target, J.C. Penney Co., Wal-Mart and Kids 'R' Us, said Principal Judith Johnston. The school also has money available to help families buy the uniforms.

More than 50 percent of the pupils participated the first year, Waldrop said. "Parents who use the uniform love it. Even though we ask [pupils] to wear navy and white, there is such a variety you can wear. You can still be an individual."

Pupils who wear the uniforms agree the choices make them more appealing.

"The colors and the styles make them better than other school uniforms," said 9-year-old Arielle Cutler, a fourth-grader. Arielle wears the school uniform about three times a week.

School administrators and teachers believe the uniforms improve behavior. Assistant Principal John Olson, who oversees discipline for grades three through five, estimates that only 15 percent of his office referrals are pupils who wear uniforms.

Children seem more focused in the classroom, said Shella Tapscott, a second-grade teacher. And they are

more aware of their behavior and appearance during school field trips, she added.

Most pupils who wear the uniforms are in the lower grades and close to 60 percent of those participate at the beginning of the year, said Martha Carter, a second-grade teacher. Participation usually wanes after the semester break because children receive new clothes during the holidays. It also has been hard to sustain parental commitment.

"The fact that it's not mandatory keeps a lot of parents from doing it," she said. Many parents worry that their children will stand out since not all of the children wear uniforms, Carter said.

In November 1998, Chalkley surveyed parents and asked for feedback on a number of school-related issues, but very few discussed the school clothing program, Johnston said. The school plans to survey parents again this spring.

Harrowgate Elementary School encountered a similar problem. Harrowgate introduced an optional uniform program in the fall 1995. The school eliminated the uniforms midway through the second year because of lack of interest, said Dale Holt, Harrowgate's principal.

"With the amount of energy we were putting into it, it could have been real easy for parents, but it didn't catch on," Holt said.

Holt supports the research that school uniforms reduce discipline problems, but he does not think an optional program can work.

"I can see where there would be benefits to a uniform program if it were mandated," Holt said. "But too many of our kids want to wear Hilfiger, **Nautica** and Ralph Lauren."

Cushing agreed, but she believes Chalkley is off to a good start.

"There is so much peer pressure to identify who you are by what you wear, it's not perceived as being really cool [to wear the uniform], particularly in upper grades. If it was mandated that would remove all of that, but I think it's really difficult on an optional basis to get the children to completely buy into it."

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*Nautica and ATDC part ways DNR April 30, 1999*

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 Business and Industry  
 DNR

**April 30, 1999**

**SECTION:** Vol. 29, No. 51; Pg. 7; ISSN: 1092-5511

**RDS-ACC-NO:** 1969118

**LENGTH:** 155 words

**HEADLINE:** **Nautica** and ATDC part ways

**HIGHLIGHT:**

**Nautica** International ended its relationship with in-house ad agency Anne Taylor Davis Communications firm is expected to hire Toth Brand Imaging

**BODY:**

**Nautica** International has ended its 12-year relationship with Anne Taylor Davis Communications, the in-house agency that handled advertising, media placement, public relations, sports sponsorships and special events for the sportswear company. The contract will expire at the end of May.

**Nautica** is expected to name Toth Brand Imaging to handle creative responsibilities for its **Nautica** brand. This complete shifting of the business to Toth, Tommy Hilfiger's former agency, comes as little surprise as **Nautica** hired Toth earlier this year to handle creative responsibilities for **Nautica** Jeans Co. and NST.

"Our positioning will not change," **Nautica's** David Chu said of the sportswear collection. "But the execution will evolve and change." Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. 107

**TYPE:** Journal; Fulltext

**JOURNAL-CODE:** DNR

**LOAD-DATE:** January 14, 2005

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Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*No longer strange bedfellows: Department stores and young men's collections DNR April 30, 1999*

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Business and Industry  
DNR

April 30, 1999

**SECTION:** Vol. 29, No. 51; Pg. 4; ISSN: 1092-5511

**RDS-ACC-NO:** 1969103

**LENGTH:** 1109 words

**HEADLINE:** No longer strange bedfellows: Department stores and young men's collections

**HIGHLIGHT:**

The upswing in the young men's clothing business has been spurred by young men's stores, but some breakout brands are appearing in department stores

**BODY:**

The upswing in the young men's clothing business has been spurred by young men's stores, but some breakout brands are appearing in department stores. Brands such as **Nautica** and Polo Ralph Lauren have secured fixed in-store ships and control substantial blocks of space in department stores. However, breakout brands like Fubu are continuing to gain more space in department stores based on productivity per square foot. For at least two years, specialty stores have outperformed department stores in sales of young men's clothing. Three representatives from young men's clothing brands discuss their expectations regarding the marketing of young men's wear and anticipated changes in the department store sector.

NEW YORK -- Is the future of young men's in the department stores? That question was hotly debated at DNR's roundtable forum on financing the new young men's market.

The recent surge in young men's business has been fueled by young men's stores such as Seattle-based Mr. Rags and New York City's Jimmy Jazz, and specialty and athletic chains, but many feel that the department store channel is next.

Fubu is among the first breakout brands in department stores, and continues to gain larger amounts of space based on its productivity per square foot. For the time, however, Fubu and other young men's brands can only hope to emulate the models established by Polo Ralph Lauren, Tommy Hilfiger and **Nautica** who have secured fixed in-store shops and control large amounts of prime department store real estate, especially in men's sportswear.

In addition, there are still skeptics who are wondering whether young men's in all its forms, urban, skate, beach, etc., can sustain itself and whether it will be embraced by suburbia and middle America.

Most believe the department store channel will be friendlier to these young men's brand simply because many are red hot sellers and department stores are desperate for anything that will pep up their merchandise and sales per square foot. Specialty stores have been outperforming department stores for at least the last two years.

"I think department stores will start taking on these young men's brands as they get recognition," said

CIT's John Daly. "As they see their names in the papers or on TV, or even when a buyer notices her son wearing one of these brands, the department stores will snap it up."

"I think it's going to change," concurs Sterling's Stanley Officina. "These chains require new merchandising and require new looks and as these designs have taken hold in specialty stores and independent retailers, the chains will be forced to take notice. It's absolutely going to happen. You can't go into a suburban mall without seeing these lines."

Eynce's Evan Davis said entry into the department store channel has so far been largely and effectively blocked by the old guard -- mainly Hilfiger, Polo and **Nautica**, who are there because they perform.

"The totally frustrating part of it is when you go into a Bloomingdale's or a Macy's and you see the presentation that Tommy and **Nautica** are given," Davis said. "They're given such a superior advantage. We're in the back section and maybe if someone happens to walk by they see it. It's not to the point that I want to be them and be that popular, but I just want to see my stuff presented well."

Davis also said he believes that even if some of the major brands are "losing street credibility," back-room maneuvers such as providing markdown money after the selling season will allow the majors to maintain their real estate on the selling floor.

On the other hand, the specialty store channel is likely to keep their edge in young men's in the future because they are better able to showcase not only the young's men merchandise, but the attitude, according to Davis.

"Specialty stores are finding a way, even in places like Iowa, to make their store not just an apparel store, but an environment for kids to come through," Davis said. "It's a social activity."

Isaac "West" Rubinstein of the young men's sportswear brand PNB concurred. "It's creating that vibe, that atmosphere and that lifestyle. The kids see the sales people, they hear the music, and there saying: 'I want to be a part of that.' That environment is critical."

Rubinstein believes PNB's future has to include department stores.

"As our business grows, we will have to take that real estate," Rubinstein said. "I remember the time when we were fighting with Macy's to even get an audience to show them product so I really feel that we are in the infant stages now. I think a lot of people are really questioning how far this is going to develop and how long."

photos omitted

Encye's Shellman believes the Internet will provide vendors a great marketing tool to reach the end consumer.

"The reality of it is the kids are really out there," Shellman said. "They're jumping on the Web. They can't touch our product but we're hoping we can get them from there and point them to the store."

Heller Financial's Craig Goldstein also agreed that the major brands won't be easily shifted aside, but he believes strong sell-throughs on new young men's lines will open doors.

"You're now seeing the Fubus become more mainstream in Macy's," Goldstein said. "Retailers want new products because they're getting tired of seeing Polo, Tommy, Calvin dominating the selling floor. These urban brands bring a freshness that they are looking for, and if they can agree on an arrangement where both parties are making money on the deal, I'm sure more of these deals will be consummated."

The whole panel foresees rapid changes in the hot young men's market. These should include shakeups in management, with both PNB and Enyce noting that they get constant calls each week from headhunters

working for major men's players trying to raid their employees.

Rubinstein also sees a fall out among young men's lines.

"It's not just two players in this market, but hundreds who are trying to get in and as time passes and as our brands become stronger, there has to be a fallout," Rubinstein said. "The strong will rise."

However, Rubinstein believes that the new young men's trend, which he describes as a "multi-cultural lifestyle" is not a fad, and will continue to expand.

"I think what we are doing is redefining the market itself and the kind of parameters that says what is skate/surf, or hip-hop, or urban and Tommy/Polo. We're blurring the lines and redefining everything. The truth is there is no urban or suburban anymore." -- THOMAS J. RYAN Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. 969

**TYPE:** Journal; Fulltext; Abstract

**JOURNAL-CODE:** DNR

**LOAD-DATE:** January 14, 2005

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*ACTIVE APPAREL. SportStyle May 1, 1999*

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SportStyle

**May 1, 1999**

**SECTION:** Pg. 23 ; 0162-2242

**IAC-ACC-NO:** 54876272

**LENGTH:** 739 words

**HEADLINE:** ACTIVE APPAREL.

**BYLINE:** WEEDE, JENNIFER

**AUTHOR-ABSTRACT:**

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**BODY:**

Marketscope

Apparel, the largest segment of the sporting goods industry, grew 5 percent in 1998, to \$ 34.7 billion at retail, compared to footwear's 2.4 percent decline and equipment's 1.7 percent growth, according to the SGMA's 1999 State of the Industry Report.

Sizing up this \$ 19.55 billion wholesale sports apparel market in 1998, however, requires going to extremes. In fact, those playing far left or right of center were the high scorers last year and will continue to dominate into 2000. While mainstays Reebok and Fila both saw sales slip, and Nike hardly reached its apparel aspirations, some strong fringe players are taking charge of the activewear arena, and are likely to keep running with it.

For instance, from opposite coasts, California surf/lifestyle brand Quiksilver and New York City urban brand Fubu conquered their respective targets with about \$ 200 million each in sales last year. Indeed, they could rank number 6 and number 7 behind the above five leaders in total revenue in this category, ahead of Fila, Champion and Danskin. A mere two years ago, Quiksilver was a \$ 115 million business, and Fubu about \$ 40 million. Such is the dramatic ascent of certain niche brands, with surf and urban leading the trend in young men's and junior's activewear and sportswear.

Here's a sure thing if ever there was one for 1999-2000: Overwhelmingly, brands associated with music, entertainment and the sports formerly known as "alternative" will rule the youth game. Puma and Mecca are on the rise here, with Adidas entering the realm for Spring 2000.

At the other end of the spectrum, megabrands, both athletic and designer, are stepping up their quest to dress active Americans on and off the field. As fashion-conscious consumers continue to embrace sporty looks, Nike and Adidas have been busy earning more style points; and designer labels such as Ralph Lauren's RLX and Nautica's NST are proving they can take sport more seriously. The result is fierce

competition, with players now going head-to-head in the same retail stores. Perhaps not so surprisingly for these "3D" brands, Nike's Jordan label and Fubu will soon offer tailored menswear.

And unquestionably, the women's market is proving to be the shining star in true performance sport apparel. Adidas and Russell both saw double-digit growth in their women's lines this past year. While traditional women's activewear manufacturers, such as Danskin, Active Apparel Group, and Marika have been rethinking their businesses, athletic footwear brands including Nike, Adidas, Brooks and New Balance are finding substantial success in targeting women with performance apparel.

But this is only the beginning. Adidas is further committing to the female consumer with a new junior's collection, sized and styled for the teenage girl, in addition to its successful women's offerings. "Women's has been extremely successful," says Gary Peck, director of apparel for Adidas. "We will continue to put an emphasis on the women's business."

Thus, the trend triad -- the under-developed women's market, individual and lifestyle sports, and "3D" lifestyle megabrands -- will contribute to the mid-single-digit growth in sports apparel that the SGMA State of the Industry Report predicts for the year ahead. Although the soft goods side of business was, and still is, a hard sell for traditional athletic apparel makers, those who offer a contemporary point of view have tremendous opportunities.

#### Scouting Report

**Lifestyle:** In 1998, consumers spent \$ 34.7 billion specifically on sports apparel, reports SGMA. Watch for sports apparel to continue its fashion function as a lifestyle, rather than as a fad.

**"New Sports":** Previously known as "alternative sports," this is one of the most promising growth categories, especially for the youth market.

**Big Brands:** Wall Street will continue to expect megabrands to live up to their long-term promise; thus, look for big brands to keep expanding their product offerings.

**Niche Brands:** Bet on the hot, authentic niche brands -- Fubu and Quiksilver are quintessential examples -- to strengthen their hold on their respective markets and jockey for position in some other games.

**Adidas:** Keep an eye on this company as well for similar reasons. "For us, growth doesn't mean doing more of the same. We'll be moving into new businesses," promises Gary Peck, director of apparel.

**IAC-CREATE-DATE:** June 22, 1999

**LOAD-DATE:** June 23, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*THE PERFECT COVER-UP. Redbook May 1, 1999*

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 Redbook

May 1, 1999

**SECTION:** No. 6, Vol. 192; Pg. 55; ISSN: 0034-2106

**IAC-ACC-NO:** 54467539

**LENGTH:** 165 words

**HEADLINE:** THE PERFECT COVER-UP.

**BODY:**

A great suit deserves an equally gorgeous companion. Here, four hot combos that will keep you looking cool.

The perfect pairing for a spritzer at sunset:

Silver tankini, Liz Claiborne, \$ 72; gray sarong, Freepeople, \$ 44; straw hat with fringe, American Eagle Outfitters, \$ 12.50; dark gray slides, Banana Republic, \$ 68.

Afternoon errand attire:

Navy swimsuit, **Nautica**, \$ 50; burgundy drawstring skirt, Guess Collection, \$ 78; black flip-flops, Esprit, \$ 20; straw basket, Helen Kaminski, \$ 105; black sunglasses, Beausoleil, \$ 215.

Steal his shirt and block sun in style:

Red swimsuit, OMO Norma Kamali, \$ 125; men's blue button-down, Banana Republic, \$ 58; striped knit bag, Gap, \$ 14.50; black leather sandals, Bisou Bisou, \$ 35; red sunglasses, Beausoleil, \$ 215.

Funky, fun, and sport-friendly:

Navy tankini, Jantzen, \$ 66; clam diggers, Liz Sport by Liz Claiborne, \$ 59; striped cap, Princess Foufou, \$ 75; yellow sneakers, Tommy Hilfiger, \$ 86.

**IAC-CREATE-DATE:** June 15, 1999

**LOAD-DATE:** June 28, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]  
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*THE BOYS OF SUMMER; famous aging surfers; Illustration; Brief Article Esquire May 1, 1999*

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Esquire

May 1, 1999

**SECTION:** No. 5, Vol. 131; Pg. 92; ISSN: 0194-9535

**IAC-ACC-NO:** 54467518

**LENGTH:** 997 words

**HEADLINE:** THE BOYS OF SUMMER; famous aging surfers; Illustration; Brief Article

**BODY:**

ON A TRIP TO THE LEFT COAST, ESQUIRE FINDS A CLAN OF CALIFORNIA SURFERS WHO PROVE THE ADAGE THAT--AT LEAST WHEN YOU'VE GOT A PAIR OF BAGGIES AND A BOARD--YOU'RE ONLY AS OLD AS YOU FEEL

THIS PAGE: When these long-board legends began, they were among perhaps only five hundred surfers along the coast from San Diego to San Francisco. Today, tens of thousands of young surfers know these guys' names and accomplishments by heart. Eldest of elders LeRoy Grannis, famous surf photographer, first stood on a board in 1931. Now eighty-one, Grannis spends at least an hour in the surf every morning. He's joined here by L. J. Richards, who won the U. S. Championships in '61 and is still surfing; Herbie Fletcher, long-boarding hero and now a surfing-equipment manufacturer; and Donald Takayama, who learned to surf in his home state of Hawaii close to fifty years ago and now designs and shapes surfboards in California. Cotton shirt (\$ 52) by Polo Jeans Co.; cotton cargo pants (\$ 85), Polo by Ralph Lauren. Cotton shirt (\$ 80) and cotton drawstring pants (\$ 70), Polo by Ralph Lauren. Cotton T-shirt (\$ 70), Polo by Ralph Lauren. Cotton shirt (\$ 80), Polo by Ralph Lauren; cotton cargo pants (\$ 68) by Polo Jeans Co. OPPOSITE PAGE: A younger surfer, Moshe Tarter, with what, in surfer parlance, is known as a betty: Karine Langlois. Rayon pareu (\$ 90) by Emporio Armani. Her bathing suit by Zimmermann.

THIS PAGE: When three generations of the first family of surfing have a reunion, the waves come before the reacquainting. Below are fifty-year-old Herbie Fletcher; his famous uncle-in-law, Phillip Hoffman, a pioneer of big-wave riding in Hawaii in the fifties; and Herbie's son Christian Fletcher, a pro surfer and father of presumably more pro surfers, all on their way to take to the tubes. Cotton T-shirt (\$ 12) by Tommy Hilfiger; cotton pants (\$ 125) by Hilfiger Collection. Cotton shirt (\$ 54) by Tommy Hilfiger. Cotton shirt (\$ 54) and nylon shorts (\$ 52) by Tommy Hilfiger. OPPOSITE PAGE: The guys relax with Dibi Fletcher, Walter Hoffman (Phillip's brother and business partner), and Walter's wife, Trisha--though you can be sure someone has one eye on the swells. Cotton T-shirt (\$ 12) by Tommy Hilfiger; cotton pants (\$ 125) by Hilfiger Collection. Her shirt by Ghost; tank top by Helmut Lang; leggings by Lawrence Steele. Cotton corduroy trousers (\$ 125) by Hilfiger Collection. Her tank top by J. Crew; skirt by Ghost. Nylon shorts (\$ 52) by Tommy Hilfiger.

Spending all day trying to fight your way into the watery rush of the green room requires strength and stamina. Onshore workouts include running from trains and getting beaten on by little surfer girls. Cotton T-shirt (\$ 58) by Richard Edwards; cotton pants (\$ 165) by Cynthia Rowley; suede slides (\$ 104) by

Birkenstock. Cotton T-shirt (\$ 75) and denim jacket (\$ 305) by Helmut Lang; cotton pants (\$ 340) by Prada; sneakers (\$ 38) by Converse. Cotton T-shirt (\$ 135) by Dries Van Noten; treated-cotton pants (\$ 250) by Prada; sneakers (\$ 38) by Converse. Cotton T-shirt (\$ 72) and cotton drawstring pants (\$ 78), **Nautica** by David Chu; sneakers (\$ 69) by Superga. Her bathing suit by Zimmermann; sweatpants vintage. Neoprene jacket (\$ 800) by Romeo Gigli; cotton shorts (\$ 32) by O. P.; flip-flops (\$ 30) by Vans.

Blair Marlin, twenty, who went pro two years ago, first rode a board when he was seven years old, under the expert tutelage of his idol, his dad. Cotton-blend zip-front jacket (\$ 550) by Prada. Left: Another of Marlin's idols, LeRoy Grannis didn't get started until he was thirteen, when he could finally lift the nine-foot, hundred-pound mahogany long board of the thirties. Rayon shirt (\$ 72) by Lucky Brand; khaki pants (\$ 52) by Dockers Khakis; nylon raincoat (\$ 595) by Emporio Armani.

Phillip Hoffman, known to most paddlers as Flippy, designs and prints textiles for the surfwear industry. Flippy was the first long-boarder to live on Oahu's famous North Shore and the first to navigate the waves at Kaena Point, in the seventies—a favorite among surfers ever since. Cotton shirt (\$ 54) by Tommy Hilfiger; cotton shorts (\$ 32) by O. R

Cotton shirt (\$ 295) by John Bartlett; nylon swim trunks (\$ 40) by Birdwell Beach Britches. Her sweatshirt and tank top by J. Crew. Her jacket by Helmut Lang; tank top by John Bartlett; skirt by DKNY. Cotton sweater (\$ 610) by Hermes; cotton pants (\$ 245) by Michael Kors. Cotton shirt (\$ 98) by CK Calvin Klein; cotton drawstring pants (\$ 350) by John Bartlett. Above, Jonathan Tarter, six, takes a cue from his older brother Moshe, a twenty-year-old amateur who rarely competes (because of a torn ligament in his knee) but still surfs every day—carefully. Neoprene pants (\$ 525) by Gucci.

THIS PAGE: Rod Brewster took second in the U. S. Nationals just before going pro two years ago. At the ripe old age of twenty, Brewster says he surfs not for glory or money (there's not much of either to be had, really) but mostly because he just wants some time—as much as four hours a day—alone, when he has "complete control of everything." Silk shirt (\$ 350) and cotton pants (\$ 630) by Gucci; leather sandals (\$ 104) by Birkenstock. OPPOSITE PAGE: Cotton shirt (\$ 250) by Sandy Dalal. Her halter top by J. Crew; skirt by Mossimo. Cotton shirt (\$ 180) by Sandy Dalal. Cotton shirt (\$ 125) by Hilfiger Collection; cotton pants (\$ 245) by Michael Kors.

THIS PAGE: Cotton-blend hooded jacket (\$ 130), cotton T-shirt (\$ 29), and cotton swim trunks (\$ 38), **Nautica** by David Chu; tennis shoes (\$ 215) by Yohji Yamamoto. Her bathing suit by Zimmermann; skirt and flip-flops vintage. OPPOSITE PAGE: Eric McHenry was the top U. S. amateur before he went pro two years ago. If the waves are good, he's out paddling up to six hours a day; if not, he's onshore building and selling both long and short boards. Cashmere-and-silk crewneck sweater (\$ 635) by Missoni; cotton shorts (\$ 56) by Lucky Brand. For store information see page 143.

**IAC-CREATE-DATE:** June 15, 1999

**LOAD-DATE:** June 28, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*MATERIAL MAN. Esquire May 1, 1999*

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Esquire

**May 1, 1999**

**SECTION:** No. 5, Vol. 131; Pg. 30; ISSN: 0194-9535

**IAC-ACC-NO:** 54467500

**LENGTH:** 103 words

**HEADLINE:** MATERIAL MAN.

**BODY:**

- 1 Two-button-collar cotton polo (\$ 69) by Lacoste.
- 2 Three-button-collar rayon-knit polo (\$ 550) by Missoni.
- 3 Three-button-collar cotton-knit polo (\$ 575) by Giorgio Armani
- 4 Two-button-collar cotton polo with pocket (\$ 60), Polo by Ralph Lauren.
- 5 Camp-collar cotton polo (\$ 58) by DKNY.
- 6 Two-button-collar cotton polo with striped placket (\$ 54) by Tommy Hilfiger.
- 7 Lapel-collar cotton polo (\$ 65), **Nautica** by David Chu.
- 8 V-neck-collar cotton-blend polo (\$ 118) by CK Calvin Klein.
- 9 Lapel-collar cotton polo (\$ 115) by Nicole Farhi Jeans. For store information see page 143.

**IAC-CREATE-DATE:** June 15, 1999

**LOAD-DATE:** June 28, 1999

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*Brands come to women's swimwear Orange County Business Journal May 3, 1999*

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Orange County Business Journal

**May 3, 1999**

**SECTION:** Vol 22; No 18; pg 3

**LENGTH:** 1007 words

**HEADLINE:** Brands come to women's swimwear

**BYLINE:** Susan Deemer

**DATELINE:** CA; US; Pacific

**BODY:**

Headnote:

Local Makers Seeking Licenses; Raj Lands Guess? Contract

Swimsuits leave little to the imagination. There's absolutely nowhere to hide and every woman knows it. So that's why designers of women's swimwear say it is crucial that the suits fit well and look great.

"We like to say it's a very small canvas but it's a very important painting," said swimwear designer Susan Crank, CEO of Anaheim-based Lunada Bay Corporation.

But over the past five years, another element has muddied the waters of the \$ 1 .4 billion U.S. swimwear industry and driven manufacturers to change the way they do business: brand.

"I always said it's not the name on the swimsuit that sells it, but that's changed. ... Now it's 'brand wars,'" said Howard A. Greller, president of Carson-based Beach Patrol Inc., a swimwear designer and manufacturer whose brands include Esprit Beach.

OC swimsuit makers seeking brand licenses include Lunada Bay and Tustin-base Raj Manufacturing Inc., which said last week it signed with LA-based Guess? Inc. In response, other makers, such as Rancho Santa Margaritabased Point Conception Inc., have tried to build their own brands, while OC's swimwear powerhouses, such as Costa Mesa-based Quiksilver Inc., continue their in-house efforts.

Typically, these branded swimsuits, whose labels are as much a part of the design as the suit itself, average \$ 90 retail compared with \$ 50 to \$ 60 for a swimsuit without a popular label.

"If a customer is going to spend that kind of money for a suit they want you to know what brand it is," said Lisa Bhathal, marketing director for Raj.

"Manufacturing companies that have a designer brand are doing well with it -the Anne Kleins, Anne Coles, Polo Ralph Laurens, Calvin Kleins and **Nautica**," said Karen Capone, swimwear marketing manager for Lycra division of Wilmington, Del.-based Dupont Company. "Ralph, Calvin and **Nautica** are making the most noise."

Retail analyst Nate Franke of Deloitte & Touche said retailers place heavier emphasis on branded products because they are more reliable in terms of delivery and quality and consumers tend to buy labels that are familiar.

"Once you have brand loyalty, it's worth a lot in the marketplace so you can attach it to different products," Franke said.

"Our customer is very brand conscious," said Anne Spangenberg, a buyer for swim and active wear for 85 stores operated by San Francisco-based Macy's West. "Fashion in ready-to-wear translates well into swim. Customers who are comfortable in ready-to-wear brands will look for the same label in swimwear."

But, Greller said, the brands are looking for "the licensee who is best equipped to design and deliver the product with the right fashion and fit. The name alone won't do it."

Lunada Bay, with licenses from Mossimo, GirlStar and XOXO, and Raj, which does BCBG as well as Guess? swimwear, are among the nation's top swimwear designers and manufacturers who have signed brand contracts.

"We don't have any brands of our own," Lunada's Crank said. "We believe in designing recognizable names and have stayed with that philosophy. We are not actively seeking new licenses at this time, but we have been approached by a lot of viable names that would transfer well into swimwear and are worthy of consideration."

Raj Manufacturing had built its 30-year-old swimwear business on its own labels- Athena Collection, Beach Lingo, Beach Lingo Girls, Barefoot Miss and Rajman -but two years ago it became a player in the branded swimwear industry when it signed to design and manufacture the BCBG Max Azria Swim brand. The two companies' design teams meet weekly in Los Angeles to discuss product details and fine-tune their work.

"The trend started about five years ago," said CEO Raj Bhathal. "These mega-brands such as Calvin Klein, if you are not one of them it's harder to do business. Department stores want these mega-labels."

Raj reinforced its position this year with a license to design and manufacture swimwear for Los Angeles-based Guess? Inc. The \$ 472 million company, whose marketing campaigns are adorned by supermodels such as Claudia Schiffer and Naomi Campbell, will launch its first swimwear line in July for the 2000 season.

With branded swimwear fast becoming the retailer's best friend, other swimwear labels are feeling the heat.

Rancho Santa Margarita-based Point Conception Inc. has maintained its \$ 7 million in annual sales the past two years, but it has taken several steps to avoid drowning in a sea of brand labels.

The 21-year-old company, owned by siblings Jamie and Jeff Jung, manufactures and designs its own labels: Point Conception, Kechika and Point Sol. "Competition has gotten stiffer and that has forced us to stay more on our toes and to stay abreast of what is going on as well as make a better product year after year," Jamie Jung said. "We have done more in-store point of purchase ... to build more brand recognition for us. We started that last year first for Ron Jon's in Florida. We built a section there and now we have done about 20 so far."

Point Conception has added 12 private label brands-including Local Motion in Hawaii-and two years ago it added its first branded label: OC-based Toes on the Nose.

Surfwear brands such as Quiksilver Inc. and Rusty Apparel have established in-house swimwear departments under their women's divisions. But Billabong USA, Irvine, has yet to dip its foot into the swimwear product category in the United States.

"Billabong does produce ladies swimsuits in Europe and Australia and has done so for quite some time," said Paul Naude, president Billabong USA. "It's not on our calendar immediately, but in the future."


Naude added that Billabong likely would handle design in-house.

Meanwhile, the swimwear industry is competing for two other fashion labels seeking swimwear licensees: Tommy Hilfiger and Donna Karan. Both companies have attempted swimwear lines in-house, but have since been seeking specialists to design and manufacture their swimwear, industry insiders say.

**GRAPHIC:** Photo

**UMI-ACC-NO:** 0037829

**LOAD-DATE:** June 1, 1999

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*TODAY IN NEW YORK Daily News (New York) May 06, 1999, Thursday*

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Daily News (New York)

May 06, 1999, Thursday

**SECTION:** News; Pg. 17

**LENGTH:** 1120 words

**HEADLINE:** TODAY IN NEW YORK

**BYLINE:** BY SHARON KING

**BODY:**

New York is the Emerald City, with "The Wizard of Oz" opening today at Madison Square Garden - and a tree planting at the Queens Botanical Garden. Other gems in town include a lecture on Sigmund Freud at the 92nd Street Y, a blues festival in Long Island City, a new club opening in Times Square and a food sampling festival at Chelsea Market. Check out swimsuit fashions at Macy's and a chocolate giveaway at Bloomingdale's. Make it a 24-karat day.

**CLICK YOUR RUBY SLIPPERS**

Mickey Rooney plays the Wizard and Jo Anne Worley is the Wicked Witch in Radio City Entertainment's 90-minute production of "The Wizard of Oz." 7:30 p.m., \$ 29-\$ 59. Madison Square Garden, Seventh Ave. at 33rd St., via 1,2,3,9 to 34th St.;

(212) 465-6771.

**A TRIP ON A TRAIN**

"Train Stories," a play about encounters during a 1930s transcontinental voyage, is based on short stories by Mary McCarthy, Ring Lardner and John O'Hara. Leslie Browne and Mark Zeisler star. 8 p.m., \$ 15. Sanford Meisner Theatre, 164 11th Ave., via C,E to 23rd St.; (212) 714-8127.

**FREUD ON THE COUCH**

The 92nd Street Y celebrates Sigmund Freud's 143rd birthday today with a panel discussing his impact and changing theories. 8 p.m., \$ 18. 92nd St. at Lexington Ave., via 6 to 96th St., (212) 996-1100. Plus, take in the Jewish Museum's ongoing exhibit "Sigmund Freud: Conflict and Culture." 11 a.m.-5:45 p.m., \$ 5.50-\$ 8. 1109 Fifth Ave., via 4,5,6 to 86th St.; (212) 423-3200.

**JOIN THE CLUB**

Club New York officially opens its doors with a live Brazilian band and belly dancers. DeeJay Mark Ronson spins hip hop and house. 9-midnight, \$ 20, \$ 10 with this page, 252 W. 43rd St., via 1,2,3,7,9,N,R,S,A,C,E to Times Square/42nd St.; (212) 997-9510.

**HOME COOKING**



Joyce White, author of "Soul Food: Recipes and Reflections from African-American Churches," signs books and discusses *Our Mothers, Our Memories* at Eastchester Branch Library. 5 p.m., free. 1385 Gunn Hill Road, the Bronx, via 5 to Gun Hill Road; (718) 653-3292.

#### SAMPLER SMORGASBORD

All the stores in Chelsea Market plus restaurants Le Madri, Murray's Cheese Shop, Good and Plenty to Go and the Brooklyn Brewery serve samples, in an Evening at Chelsea Market to benefit the National Multiple Sclerosis Society. There also will be bands and a cooking demonstration. 7-10 p.m., \$ 90. 75 Ninth Ave., via A,C,E to 14th St.; (212) 463-7787, ext. 3016.

#### BORO BLUES

The first Queens Blues Festival has a lineup featuring Tutu Jones, Roxy Perry and the Dave Rubin Acoustic Trio, with Mel Hood as emcee. 7 p.m., \$ 10. LaGuardia Performing Arts Center, City U, at 47th Ave. and Van Dam St., Long Island City, via 7 to 33rd St., or E,F,G,R to Queens Plaza; (718) 482-5151.

#### CALLING ALL GOLDBERGS

The Miranda Theater Company presents Marcy Kahan's bittersweet comedy "The Goldberg Variations." Folks named Goldberg can get two \$ 15 tickets for the price of one. 8 p.m., \$ 10-\$ 15. Miranda Theatre, 259 W. 30th St., via 1,9 to 28th St; (212) 268-9829, ext. 1.

#### PEARL JAM

Today through Sunday, customers who spend \$ 300 or more at J&R Music and Computer World receive a free 16-inch fresh-water pearl necklace. One per customer while supplies last. 9 a.m.-7:30 p.m., Park Row, via 4,5,6,N,R to City Hall; (212) 238-9000.

#### CAN'T STOP THE MUSIC

Two years after their town was devastated by flooding, the Grand Forks, N.D., Red River High School band performs an open-air concert in the Plaza at Lincoln Center. 2 p.m., free, via 1,9 to 66th St.; (212) 875-5388.

#### SWEET ON MOM

Bloomingdale's chocolate expert Clem Butts passes out samples of Mother's Day chocolates by Godiva, Laderach and Perugina. 1 p.m., free. Candy on the Balcony, 59th at Lexington Ave., via 4,5,6,N,R to 59th/Lexington; (212) 705-2769.

#### RISE AND SHINE

Warner Brothers recording artist Citizen King plays hip hop; followed by lower East Side electronic music troupe Dangerman. 8:30 p.m., \$ 10. Shine, 285 West Broadway, via A,C,E,1,9 to Canal St.; (212) 941-0900.

#### BLOSSOM BIRTHDAY

The Queens Botanical Garden celebrates the 60th anniversary of its origination as part of the 1939 World's Fair with a tree adoption ceremony and benefit luncheon. Noon, \$ 100-\$ 125. 43-50 Main Street, Flushing, via 7 to Main St., (718) 886-3800 ext. 213.

#### BEAT POEMS

John Hollander discusses the varieties and functions of rhythm in poetry in a seminar at the National Arts

Club. 6:30 p.m., \$ 75. 15 Gramercy Park S., via 6 to 23rd St.; (212) 254-9628.

#### MAMA'S BOYS

After a brief reading, author Madeleine L'Engle signs copies of her books, including her most recent, "Mothers and Sons." 6 p.m., free. Books of Wonder, 16 W. 18th St., via 4,5,6,L,N,R to 14th St.; (212) 989-3270.

#### COMPUTER DISPLAY

School of Visual Arts computer art students show off their projects in digital video, interactive media, computer animation, digital fine art & installations. 6:30-8:30 p.m. opening reception, free. Westside Gallery and Computer Labs, 141 W. 21st St., via F to 14th St.; (212) 592-2011.

#### IN THE SWIM

Macy's and InStyle magazine co-host a runway fashion show of **Nautica** swimwear and give out a free black mesh beach tote with any **Nautica** swimwear purchase. 6 p.m., free but call to reserve. Swimwear on 4, Herald Sq., via B,D,F,Q,N,R to 34th St.; (212) 522-4128.

#### NOVEL PLAY

John Irving's "The Cider House Rules" is the inspiration for the Atlantic Theater Co.'s "Part I: Here In St. Cloud's," directed by Tom Hulce and Jane Jones. 8 p.m., \$ 39. Atlantic Theater, 336 W. 20th St., via C,E to 23rd St., (212) 239-6200.

#### TWO NICE GUYS

Oscar de la Renta is honored and Julio Iglesias entertains at a benefit for New Yorkers for Children. 7 p.m., \$ 250-\$ 500. Pier 60 at Chelsea Piers, Hudson River at 23rd St., via C,E to 23rd; (212) 899-5436.

#### UPSTAIRS, DOWNSTAIRS

Deejay Louie 'Passion and Timothy Leary play high-energy dance music and house, while downstairs deejay Rio sets the mood for the Soul Circuit party hosted by Joe Tourri and Eric Festo. Ohm, 16 W. 22nd St., via F,N,R to 23rd; (212) 229-2000.

#### A LONG WAY BABY

The World Policy Institute at the New School sponsors a panel of three lawyers discussing progress on securing international human rights for women. 6 p.m., free, but reservation required. Wolff Conference Room #242, 65 Fifth Ave., via F to 14th St.; (212) 229-5808.

#### GROOVY EVENING

Groove Collective, a 10-man acid jazz group, blends funk, soul, Latin, drum and bass. The Odyssey revs up Wetlands every Thursday in May. 8 p.m., \$ 10. 161 Hudson St., via 1,9 to Canal St.; (212) 966-4225.

#### BIRTHDAYS

Out-of-the-ballpark birthday greetings to Willie Mays (68), and to Tony Blair (46), George Clooney (38), Roma Downey (35) and Gerald Levin (60).

#### GRAPHIC: Sigmund Freud

**LOAD-DATE:** May 06, 1999

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*NAUTICA'S NEW NICHE. Daily News Record May 10, 1999*

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Daily News Record

**May 10, 1999**

**SECTION:** Pg. 1; ISSN: 1041-1119

**IAC-ACC-NO:** 54634908

**LENGTH:** 28 words

**HEADLINE:** NAUTICA'S NEW NICHE.

**BODY:**

Nautica moves to a mature, sophisticated perspective in its Northern Lights grouping for holiday '99 with supple leathers, rich tweeds and silk/cashmere blends.

**IAC-CREATE-DATE:** May 19, 1999

**LOAD-DATE:** May 20, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

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*Unilever joins with Nautica; Unilever Home and Personal Care North America and Nautica Apparel Inc. to develop beauty products for international markets* **Cosmetics International May 10, 1999**

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**May 10, 1999**

**SECTION:** No. 520, Vol. 23; Pg. 4 ; ISSN: 0963-6137

**IAC-ACC-NO:** 54775138

**LENGTH:** 112 words

**HEADLINE:** Unilever joins with **Nautica**; Unilever Home and Personal Care North America and **Nautica** Apparel Inc. to develop beauty products for International markets

**BODY:**

**Nautica** Apparel Inc has signed an agreement with Unilever Home and Personal Care North America for the development and marketing of new fragrance and beauty products for the global marketplace.

Unilever could not put a date on when the first products would reach the market, but said it would be a matter of months rather than weeks. The company's global portfolio of prestige fragrance and beauty brands already includes the Calvin Klein Cosmetics Company and Elizabeth Arden Company.

**Nautica** Apparel is a division of **Nautica** Enterprises Inc and has a diverse portfolio offering men's, women's and children's clothing, accessories and home furnishings.

**IAC-CREATE-DATE:** June 16, 1999

**LOAD-DATE:** June 17, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

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*OUTDOOR DECOR / TODAY'S PATIO FURNITURE IS SO SLEEK AND SOPHISTICATED YOU MAY WANT TO CALL AN EXTERIOR DESIGNER. TAKE CARE (.)* Newsday (New York) May 13, 1999, Thursday,

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# Newsday

Newsday (New York)

May 13, 1999, Thursday, ALL EDITIONS

**SECTION:** HOME & GARDENS; Page B14

**LENGTH:** 1341 words

**HEADLINE:** OUTDOOR DECOR / TODAY'S PATIO FURNITURE IS SO SLEEK AND SOPHISTICATED YOU MAY WANT TO CALL AN EXTERIOR DESIGNER. TAKE CARE (.)

**BYLINE:** By Michele Ingrassia. STAFF WRITER

## BODY:

BACK WHEN the suburbs were new, patio furniture consisted of a heavy metal chair here, a painted wood table there - a hodgepodge of shapes and sizes done in any color you wanted, as long as it was green. Even in the 50s and 60s, when the notion of California living swept the country and the outdoors became a lifestyle, not a place, there wasn't much style in lifestyle furniture. For decades the options ranged from the ugly to the uninspired.

Well, you can finally toss those clunky redwood benches. Spurred by a booming economy and ever-more-casual lives, more and more homeowners are treating the outdoors as an extension of their indoors, furnishing pool, porch and patio as lavishly as they would a living room or kitchen. And with the price of a chaise often rivaling that of a sofa, some are even asking decorators to outfit the deck as well as the den.

"Outdoor furniture has gone from total function to total form," says Locust Valley designer Greg Lanza. "It's gone from people wanting beautiful benches to wanting beautiful lounge chairs to wanting things that give the yard a beautiful, sculptural look. It's not like the days when you plopped down a picnic table and a few benches."

That is, not unless they're sporting a designer label. The white-hot outdoor market has already drawn several high-profile names into the field - Martha Stewart at K mart, Michael Graves at Target, **Nautica** and Southern Living at Lexington, among the newest. Under the hangtags, the changes are even more profound. In the last few years, manufacturers have perfected extruded vinyls, enabling them to turn out furniture with the look and texture of wicker but none of the maintenance headaches. At the same time, major fabric companies like Waverly and Covington have also gotten bolder, producing what many consider the most adventurous colors and patterns yet for outdoor cushions.

"Fashion is driving the market," says Michael Foster, vice president of Lexington's casual-furniture division. "We're treating the furniture business the way the apparel business treats clothing: We want to create a desire to buy instead of an, 'Oh-my-god-I-gotta-go-buy.'"

And that's likely to be just the beginning. Furniture analyst Britt Beemer says that between 25 and 40 percent of the households he's surveyed report spending more on outdoor furniture in the last four years. "I don't think the casual-furniture market is doing even 50 percent of its potential," says Beemer, chairman of America's Research Group, a Charleston, S.C., market-research firm.

What's behind the boom has less to do with a soaring economy than changing lifestyles. With more people working - and playing - at home, they've begun to demand the same sort of form and function from their outdoor pieces as they do from their indoor furniture. Among the strongest signs of the lifestyle-driven market: the my-barbecue-is-bigger-than-your-barbecue syndrome. Over the last three years, Beemer says, Americans have become as fixated on extravagant grills for their patios as they are on massive industrial stoves for their kitchens - and they're plunking down serious money for all the trappings. "When you start seeing people spend \$ 3,000, \$ 4,000, \$ 5,000, \$ 10,000 on a grill, it's not surprising that they look at their outdoor furniture and say, 'Hey, it's not keeping up with the grill. '"

It doesn't stop there. Fortunoff spokeswoman Arlene Putterman says the hottest tables these days aren't petite 48-inch rounds, but vast 98 or even 118-inch expanses. "People are planning more for parties and for company," she says.

The biggest surprise in outdoor furniture is how sophisticated it's become, from **Nautica's** Hamptons-worthy teaks to Brown Jordan's millennial-chic cast-aluminum pieces to Martha Stewart's mass-appeal wood-and-metal combinations. Clearly, designers have been attracted by the wide-open market and the challenge of producing something fresher than yet another oversized, overstuffed patio chair. "Ten years ago, there was no one in the hard-goods area challenging the design of what was out there," says Terry Sutton, director of merchandising and design for the Martha Stewart Everyday garden collection. "They would do indoor furniture, but the outdoor area was not something anyone wanted to do."

Fueling much of the outdoor revolution, experts agree, is the advent of lighter, more pliable, more durable materials, particularly extruded vinyls. Introduced four years ago, the vinyls - also known as woven resins - are woven in flat or round bands over an aluminum frame, creating an alternative to wicker that actually looks as good as the real thing - or just about. Brown Jordan, for one, uses wide resin bands for an Old World look in its "Havana" collection; Lane Venture, by contrast, used slivers of white woven resin to create its classically New England "Bar Harbor" group.

Aluminum remains the outdoor workhorse - for good reason. "It offers lightweight, rust-free, long-lasting shapes that you can't get any other way," says veteran designer Richard Frinier, executive vice president of Brown Jordan International. Indeed, in his millennial collection, "Aero," Frinier treats aluminum almost like a Mobius strip, twisting the plane of the metal as it moves from the arm to foot of a chair. The flip side: the growing use of mixed media, combining, say, cast aluminum with cushions (for a traditional English-garden look) or teak with cast aluminum (for a sleek Euro-style).

Still, for some designers, wood remains the top of the heap. "Wicker is functional, but teak is something very luxurious to me," says **Nautica** president and chief designer David Chu, whose Lexington collections include indoor and outdoor furniture. "The nature of the wood is so high quality, and it's the best material you can use for outdoors - remember, boat decks use teak, and they're constantly assaulted by salt water and bad weather."


The point, designers say, is that customers are demanding luxury, as well as comfort. "Companies are engineering the seat construction under the cushions so that it's outdoor-friendly, so that it gives a ride like indoor upholstery," says Foster. "This furniture is different. It's not like the days when you had a teak bench that you'd sit on for 15 minutes and you couldn't wait to get up." TAKE CARE CARING for outdoor furniture should be a day at the beach, not a substitute for one. Here are some tips from Fortunoff's maintenance guide for battling routine wear and tear: -- Aluminum: Clean the frames with a mild non-abrasive cleaner; never use wax on textured finishes. Vinyl straps on the frame can be washed with mild soap and water. -- Cast aluminum: Opt for a periodic sponging with a non-abrasive household cleaning fluid. -- Resin-weave wicker: Never use abrasive powders, chlorine bleaches or silicone cleaners on all-

weather wicker furniture. Mild soap and water will do the job. The same is true for solid resin furniture. -- Wood: Most wood furniture will eventually weather to a soft gray and will develop small cracks or splits known as "checks," which don't affect the integrity of the piece. Do not use polyurethane products, which will seal the pores and cause blistering or warping. To retard weatherization, apply a stain or oil periodically: teak oil for teak furniture; tung oil for jarrah wood; teak or linseed oil for nyatoh wood and balau wood. -- Cushions: Cotton cushions should be vacuumed periodically and spot-cleaned with soap and water. Because they are more delicate than synthetics, cotton pieces should be covered or stored indoors when not in use. More durable acrylic and polyester cushions can be washed with a soapy solution of liquid dish detergent and lukewarm water, followed by a clear-water rinse. -- Covers: Though outdoor furniture is built to withstand the elements, you should still consider a little TLC. The best solution: vinyl covers, which can even protect your investment from a winter blizzard.

- Ingrassia

**GRAPHIC:** 1) Photo Courtesy of Fortunoff - Mallin's Sunset Terrace grouping combines the high style of aluminum and the easy-maintenance of mesh sling back seats; the set, with 48-inch table, is \$ 1,500 at Fortunoff. Photos - 2) "Teak is something very luxurious to me," says **Nautica** president and chief designer David Chu, whose outdoor collection for Lexington includes this teak bench with herringbone back; \$ 1,200. 3) Brown Jordan's new Aero line has a millennial feel. "It takes almost a mathematical approach to form," says designer Richard Frinler, who aimed for practicality as well: The cast aluminum arms and legs are tapered so that moisture runs off. Suggested retail: \$ 859 a chair; \$ 1, 500 for the 48-inch-round table. 4) Martha Stewart's new K mart outdoor designs include the Key West Collection, right, inspired by reed furniture popular in the 1920s. The four-piece rattan seating set retails for \$ 329; cushions range from \$ 10 to \$ 35. 5) Michael Graves, who revolutionized the shape of small appliances in the 80s, brings the same spirit to his Target home collection. The Indonesian hardwood patio set with four chairs retails for \$ 480.

**LOAD-DATE:** May 14, 1999

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*Old-New Granny Chic Is Rocking the Home The New York Times May 13, 1999, Thursday, Late Edition - Final*

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**May 13, 1999, Thursday, Late Edition - Final**

**SECTION:** Section F; Page 1; Column 1; House & Home/Style Desk

**LENGTH:** 1042 words

**HEADLINE:** Old-New Granny Chic Is Rocking the Home

**BYLINE:** By WILLIAM L. HAMILTON

**BODY:**

HOME furnishing design is having a senior moment.

Knitted afghan throws, crocheted pillows, chenille spreads and tufted pompom quilts are appearing like silver hairs in youthful catalogues like Garnet Hill, stores like Pottery Barn and Crate and Barrel and collections like Ralph Lauren Home and **Nautica**. There are also rag rugs, rocking chairs, gingham and gussied floral prints that are blooming on everything from bedding to china.

To grandmother's house we go: it is being stripped faster than a sample sale by home retailers looking for the next fresh thing. The next fresh thing was very recently musty -- the attic outcasts and flea market-foraged handiwork of several generations ago.

The less-is-more of modern design may be making itself disappear, as consumers realize that the style can be as unsympathetic to live with as it is stunning and spare.

"My guess is that we're at the peak of that look," Warren Shoulberg, editor of Home Textiles Today, said of the esthetic exemplified by the Calvin Klein home collections. (Maybe Mr. Klein's grandmother was a rock gardener.) "Craftsy is hot property right now -- more color, more surface interest," he added.

Your grandmother may never have threaded a needle, but the associations with her generation are sewing up the market for a kinder, comforting version of contemporary design. The look is as personal as heirlooms, as handcrafted as folk Americana.

"I'm a lover of clean and modern," said Gregory Covell, the creative director of Garnet Hill, who helped bring Charles Eames tables and Arne Jacobsen chairs into the catalogue. "But when I'm sick and I want to wrap up in something, I want something else."

Mr. Covell, who lives in Vermont in the house his grandmother lived in, is now selling the gentle hand on the brow -- items like a sofa throw based on knitted mittens.

Fashion-watchers first spotted grandmother at shows by Anna Sul, Veronique Branquinho and Stella McCartney for Chloe that featured the crochets, embroideries and laces found in vintage clothing. Now it has its knitting hooks in home furnishings.

"It's gone full circle," Ms. Sui said. "I was inspired by the crocheted throws and pillows I found in flea markets. The only thing that was going to look radical and fresh was almost fussy, old-fashioned. Homey, like home cooking."

The interest from younger customers may stem from the revival of the fashions of the 1960's, the decade that last initiated the "granny" look.

"It's the completely groovy thing for an age group that didn't live through it," said Diane Brush, the director of merchandising for Garnet Hill. "They find it funny to mix nostalgic and sweet with new and modern."

Nancy Vignola, the senior vice president of home design for Ralph Lauren Polo, thinks that novelty more than quaint associations will drive Summer Porch, a new "vintage inspired" collection of bedding knits, embroidery and needlework.

"We'd like to think of it as something new for young people," Ms. Vignola said of its counterpoint to the dry stylishness of modern design. "It was important to Ralph to do some pretty collections."

The home furnishings market is having a memory lapse about grandmother's taste, though. The bottom of the sewing basket didn't uniformly produce the most brilliant products. Reproducing them hasn't helped.

Mr. Lauren's white-on-white quilting, based on an American vernacular candlewick pattern, is as safe as the snow of a grandmother's head. Pottery Barn's pompom quilt, also a time-honored technique, looks like a blanket with hives. Garnet Hill's crocheted pillow looks like a yarn Brillo. Ms. Brush was quick to say that the pillow's lack of suavity was the larger part of its appeal -- a kind of outsider art in design.

"Good luck to them if they can sell it," Laura Fisher, an antique textiles dealer on the Upper East Side, said of the pillows. "They're not so gorgeous."

Ms. Fisher, who showed original candlewick quilts to Ralph Lauren's team, is also doing a brisk trade in hooked rugs, to interior designers like Mariette Himes Gomez, and Naomi Leff, who used them in a house for Steven Spielberg.

The grandmother look could be the resurfacing of a deeper cultural mood that has had an underlying continuity through the century, despite modernism.

Robbie Sumberg, a design marketing consultant in Westport, Conn., said the heartland look of another era was at the root of what makes Americans feel most at home.

"Every season, 'retro country' is the big part of the trend report," Ms. Sumberg said. "Country is what America wants. It's an antidote to hustle and bustle and change."

There is poetry in handiwork's sense of tradition, as well as power in its sentiment.

"They're like folk stories," Ms. Sui said of the intricate throws and pillows she has collected to live with at home. "All these stitches and patterns, handed down, are something that one generation gives another. It's an art that's almost lost."

Ms. Sui need not worry for now. Knitting is also enjoying a resurgence.

The National Needlework Association, which represents yarn manufacturers and knitting and needlepoint craft stores, reported a 25-percent increase in yarn sales over the last year, which Barry Klein, its president, attributes also to the fashion cross-over from Seventh Avenue.

"People are making heirloom stuff, but the image is not Grandma," Mr. Klein said. He mentioned high-profile knitters like Juliana Margulies and Monica Lewinsky.

John Buscaglia, a New York psychotherapist, has knitted the pillows for his office, after taking classes at Gotta Knit, a Greenwich Village knitting-supply store.

"My office is furnished like a living room, with Stickley mission," he said. "The pillows give that sense of being at home." Dr. Buscaglia knits between patients. "It's a great way to clear my mind," he said.

For their part, grandmothers may not want much to do with the home fashion that bears their signature, like the potholders photographed like prize roses for May's Martha Stewart Living magazine.

Ms. Sumberg said: "Both my grandmothers lived into their 90's. They looked at this stuff and threw it away. It was eating-in-the-kitchen -- It was Depression.

"They wanted Belgian linens."

<http://www.nytimes.com>

**GRAPHIC:** Photos: GRANDMODERN -- Gingham, braided rugs and crocheted pillows. (Pottery Barn, above; right: Raul Vega for The New York Times; Richard Owings, stylist; Anna Sui, clothes)(pg. F1); FASHION ATTIC -- Saks Fifth Avenue windows, left, recently featured Anna Sui clothing and her collection of vintage throws and pillows that inspired it. Below, a Pottery Barn quilt in a tufted pompom pattern; a knitted parlor throw from Garnet Hill, below left. (Raul Vega for The New York Times; Richard Owings, stylist; Pottery Barn (right))(pg. F4)

**LOAD-DATE:** May 13, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(gteq \(1/1/1999\) and leq \(12/31/1999\)\)](#) [\(Edit Search\)](#) [Suggest Terms for My Search\)](#)

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*BEDS YOU CAN BET ON; DESIGNERS DOMINATE AT RETAIL. HFN The Weekly Newspaper for the Home Furnishing Network May 24, 1999*

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HFN The Weekly Newspaper for the Home Furnishing Network

May 24, 1999

**SECTION:** Pg. 6S

**IAC-ACC-NO:** 54802431

**LENGTH:** 501 words

**HEADLINE:** BEDS YOU CAN BET ON; DESIGNERS DOMINATE AT RETAIL.

**BODY:**

NEW YORK-It was a brand name bonanza for bedding this market. Surprise, surprise!

With today's brand-oriented society, could there have been any doubt that designers like Tommy Hilfiger, Ralph Lauren, Calvin Klein and **Nautica** were the most frequently mentioned bedding when buyers were asked, "What did you see at market that you simply loved?"

Not that it's a bad thing. It just reconfirms something that most every manufacturer and retailer already knows: Creating a brand name for any product being offered is of paramount importance.

At the consumer level, people will almost always opt for a name they already know and trust. "If you are going to offer a consumer a brand name item and a no name item," said one department store buyer, "both equally beautiful and at a similar price point, she is going to go with a name she knows."

Especially if the same consumer wears that designer's apparel too. It's more than just familiarity; it's a way of life. And right now, it's all about lifestyle. And each designer collection reaches out to a slightly different customer, perhaps one reason many big retailers feel more comfortable with such ensembles.

Space limitations are another factor. Many retailers feel confident that branded products will sell. And with real estate at such a premium, often there aren't many options. "There are a lot of great new lines I'd like to try," said one East coast-based department store buyer, "but there's only so much shelf space in my store."

So, are retailers settling? No. Actually, this market there was a lot of excitement about name brand collections. "I really liked Calvin, Ralph and Tommy," said Nancy Katz, senior vice president and general merchandise manager for Home Stores at Burdines. Other comments such as "Tommy's line looked great," "Calvin's Khaki collection was wonderful" and "Ralph Lauren bed -- and bath -- was outstanding" were made with genuine enthusiasm. And Ralph's line did look great. The showroom was merchandised with great care and creativity and the product followed suit.

At **Nautica**, with its apparel-driven fabrics and menswear influence, "the look and feel was on the money," was another repeated line. "And considering it was the first line with Dan River," said one department store

divisional merchandise manager, "they didn't miss a beat."

Other notable collections from apparel designers who've ventured into home fashion came from Joe Boxer and Joseph Abboud, manufactured by recently formed Davidson Cotton.

Structure, by Croscill, was singled out by Carson Pirie Scott's fashion bedding buyer, Elissa Vogt. "We were very interested in Structure. It fits into a more casual look. It has texture in a ribbed, woven fabric, and it's in tones of gray."

Overall, it was a great market. Creativity was way up, as was quality. One retailer said it all when she said, "I couldn't even direct my divisions to buy everything we wanted because there was so much great product out there."

**IAC-CREATE-DATE:** July 23, 1999

**LOAD-DATE:** July 24, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\) \[1\]](#)

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*ADVERTISING / MARKETING / EYEWEAR MAKER PROVES AGENCIES DON'T HAVE A MONOPOLY* *Newsday*  
(New York) May 24, 1999, Monday,

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# Newsday

Newsday (New York)

May 24, 1999, Monday, NASSAU AND SUFFOLK EDITION

**SECTION:** EXECUTIVE EDITION; Page 05

**LENGTH:** 555 words

**HEADLINE:** ADVERTISING / MARKETING / EYEWEAR MAKER PROVES AGENCIES DON'T HAVE A MONOPOLY

**BYLINE:** Jamle Martorana

**BODY:**

MARCHON EYEWEAR, as the name implies, makes glasses. But it also makes ads, and its 30-person in-house agency has caught the attention of the advertising community on Long Island and beyond.

Just glance over the names of the winners of this year's Best of Long Island Awards. You'll notice most of the players are traditional advertising and marketing agencies like Greenstone Roberts and Rabasca & Company.

Take a closer look and you'll see Marchon's name represented 6 times, in various categories.

"In talent and equipment we're the best," said Donna Rollins, vice president of Marchon Creative Services.

Marchon is the licensee for Calvin Klein and CK eyewear, Disney children's frames, **Nautica** eyewear and Fendi eyewear, working cooperatively with their in-house ad agencies. It also holds the patent for Flexon, the manufacturer's bendable metal frames.

The ads that were in the running for campaign of the year were created for both CK, the designer's mass market brand, and Calvin Klein, the high end brand.

CRK, Calvin Klein's in-house ad agency, provided the models and images and Marchon created the displays, posters and other materials, according to Rollins. For its Flexon brand, Marchon handles all of the creative. The company recently held a photo shoot for Flexon in Huntington Harbor and its newest campaign is centered on the 1960's song "Bend me, Shape me, Anyway you want me." The in-house agency, which was started 11 years ago, has won more than 50 BOLI awards including advertising campaign of the year for five straight years, from 1992 1997, says Rollins. Marchon Creative Services has estimated billings of \$ 13 million.

So how do ad execs generally feel about in-house ad agencies? "If you mean do we as ad agencies look at

them in-house agencies as fellow ad agencies, we generally don't," said Mark Preiser, president of the Ad Agency Council of Long Island and a partner and senior vice president at Walter F.

Cameron Advertising Inc. "We look at them as marketing and creative entities, but they're strictly corporate." As the health care field becomes increasingly competitive, hospitals, a group that traditionally didn't worry about self promotion, have turned to advertising.

Winthrop University Hospital, a tertiary care teaching hospital in Mineola, is set to launch a branding campaign with the help of Hauppauge-based Kopf Zimmermann Schultheis.

"This area is a very crowded health care market," said Kim Lockerble of Kopf Zimmermann Schultheis. "There's a lot more competition." Plus the hospital has a new president at its helm, Daniel P. Walsh, formerly of Good Samaritan Hospital Medical Center in West Islip.

"He brings a fresh look to marketing," said John Broder, Winthrop's vice president of external affairs.

The branding campaign, which will roll out within the next 40 to 60 days, will include newspaper, magazine, radio, TV and out-of-home media with a series of ads under the banner theme "Care Without Compromise." "Hospitals are advertising because the way people choose their hospitals have changed, and consumers are much more sophisticated," said Richard Klarberg, senior vice president of external affairs for the North Shore-LIJ Health System, which recently launched a campaign crafted by Manhattan-based Della Femina/Jeary agency.

**GRAPHIC:** Photos -1-2) The ads Marchon's in-house agency has created, some together with Calvin Klein, have been catching the eye of the traditional advertising community.

**LOAD-DATE:** May 25, 1999

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*THE BON-TON BOTTOMS OUT SLOWS SALES BLAMED ON FIERCE COMPETITION The Post-Standard  
(Syracuse, NY) May 24, 1999 Monday Final Edition*

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# The Post-Standard

The Post-Standard (Syracuse, NY)

May 24, 1999 Monday Final Edition

**SECTION:** MONEYWISE; Stock watch; Pg. 11

**LENGTH:** 565 words

**HEADLINE:** THE BON-TON BOTTOMS OUT SLOWS SALES BLAMED ON FIERCE COMPETITION

**BYLINE:** James T. Mulder Staff writer

## BODY:

There's a heck of an unadvertised sale going on at The Bon-Ton Stores.

The retailer's stock has been marked down dramatically over the past year. The stock was priced at more than \$17 a share a year ago, but lately has been trading in the \$6 range.

Cash registers at The Bon-Ton, a 66-store department store chain which took over Syracuse-based C.E. Chappell & Sons five years ago, are ringing a little too slowly to suit investors.

Same store sales in the first quarter of fiscal 1999 fell 1.8 percent compared to the same period a year ago. The sales erosion began in the second half of last year.

The slump comes just when it looked like The Bon-Ton was turning the corner. Three years ago, the company lured Heywood Wilansky away from May Department Stores to serve as its president and chief executive officer. The Bon-Ton had lost \$9.2 million in 1995.

Most of its stores are in smaller secondary markets in Pennsylvania and New York. It also has a handful of stores in Maryland, Massachusetts, New Jersey and West Virginia.

Wilansky's prescription for the ailing chain involved stocking the shelves with more profitable, higher-quality brand name goods like Ralph Lauren, Tommy Hilfiger, **Nautica**, Liz Claiborne and Calvin Klein.

The idea was to deliver upscale merchandise in smaller markets where the top brand names are often hard to find.

The strategy paid off almost immediately. Same store sales began growing in early 1997 and the company returned to profitability. The company posted profits of \$6.8 million in 1996, \$9.2 million in 1997 and \$11.2 million in 1998.

The bloom, however, began to wilt last year when department stores in general began losing business to specialty stores, according to Stacey L. Stichter, an analyst who follows The Bon-Ton's stock for Emerald Research.



The problem was compounded for The Bon-Ton by fierce competition from J.C. Penney, May Department Stores Co. (Kaufmann's and Lord & Taylor) and Boscov's.

"J.C. Penney was very aggressive on pricing over the holiday and that hurt them," Stichter said. Sales have also been hurt as Boscov's, a competitor in many Pennsylvania markets, introduced many of the brand names that previously had been available only through The Bon-Ton, she said.

"They've done the right things as far as merchandising goes and the consumer responded very positively to those changes initially," she said. "But now they are fighting the issue of competition with companies that are more well-known and established in some markets."

She said the company also has been trying to figure out how to improve the performance of its New York stores, where sales have been lagging.


The Bon-Ton has been around since 1898, when it was founded in York, Pa. as S. Grumbacher & Son. The company went public in 1991. The Grumbacher family, however, still owns about 64 percent of the stock, making it unlikely the chain will be acquired by another retailer in the near future, Stichter said.

Earlier in the 1990s, The Bon-Ton went on an acquisition spree, doubling its chain of stores in three years time. Stichter said she doesn't expect to see the company resume an aggressive acquisition strategy until it improves performance at its Upstate New York stores.

"You may see them buy a couple stores here and there, but I don't expect to see them acquire a chain," she said.

**GRAPHIC:** The Bon-Ton Stores. Syracuse Newspapers

**LOAD-DATE:** January 29, 2003

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*"Inls" Are In; Bikini's little sisters have their moment in the sun* *The San Francisco Chronicle* MAY 18, 1999,  
TUESDAY,

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The San Francisco Chronicle

MAY 18, 1999, TUESDAY, FINAL EDITION

**SECTION:** DAILY DATEBOOK; Pg. E6

**LENGTH:** 589 words

**HEADLINE:** "Inls" Are In;

Bikini's little sisters have their moment in the sun

**BYLINE:** TRISH DONNALLY

**BODY:**

The buzz on the beach this summer will be about the tankini, camikini and bandini.

Translation:

-- A tankini is a two-piece swim suit with a tank top and bikini bottoms.

-- A camikini is a tankini with camisole straps.

-- A bandini is a tankini with no straps -- a bandeau top with bikini bottoms.

"We call them the ini' sisters," swimwear designer Anne Cole says. "And when all else fails, there's always the martini."

Tankini tops can hit anywhere from midtorso to below the navel.

"We call them meet and greet' when the tanks actually touch bikini bottoms," says Anne Spangenberg, Macy's swimwear buyer.

"Tankinis are for somebody who doesn't want to wear a bikini, but feels too confined in a one-piece. It gives you that freedom and sexiness of a bikini, but the coverage of a one-piece," says Elaine Farley, fashion director of Cosmopolitan.

**SILVER STREAKS**

Gray, the hue of the year in ready-to-wear, also is coloring swimwear. That's gray as in silver, pewter, mercury or shots of metallic thread.

"For a lot of customers, silver is replacing black this year," Spangenberg says. "Gray shows the cut of a suit almost better than black."

Of course black is classic and a favorite color for many women, but not necessarily most. Blue outsells black at Macy's.

This year, blues from china blue to turquoise and pinks from petal to quince blossom will make a poolside splash, especially when set against a white background.

"There's an easiness about these colors that means beach and vacation," Spangenberg says.

Watch for lots of muck and yuck offbeat hues, too: mauves, olives and khakis.

Ralph Lauren just launched his premiere swimwear collection under his Polo Sport label this spring. It includes a khaki bikini with mini-cargo pockets on the front of the bikini pants. It's all part of the utility-sport trend that's so big in fashion. The pockets are perfect for hitting the surf, where one wouldn't want to risk leaving a key on the beach.

#### HIGH-TECH FABRICS

Fabrics one might not expect in swimwear -- denims, suedes and knits -- now contain enough Lycra to prevent them from sagging. Mossimo has created a charcoal gray suit with a hand almost as soft as cashmere. It's actually brushed Lycra. Lauren has designed a stretch denim bikini.

All-American denim, gingham checks and bandanna prints, which are especially popular in junior swimwear, will look great at Fourth of July pool parties.

#### THE GREAT COVERUP

At clubs and resorts or anyplace where one is trying to command a bit of respect while wearing less than a yard of Lycra, coverups come to the rescue. This year's crop of coverups is more extensive than usual. Coverups that complement and in many cases match swimsuits, look especially good. Sarongs, pareos or surf-inspired board shorts all will look better than a boyfriend's big T-shirt.

Waterlilies, a swimwear store in Mill Valley, makes coverups, including pareos, palazzo pants and short robes, by special order. Available in 100 percent hand-washable silk or cotton, French terry or viscose, they cost from \$100 to \$200.

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#### GET FIT

Having trouble finding a swimsuit that fits? Swimwear designer Anne Cole will give personal consultations from 1 to 3 p.m. Friday, at Nordstrom in Stanford Shopping Center, Palo Alto. Advance reservations are recommended. Call (650) 323-5111, ext. 1560. On Saturday from 1 to 3, she'll be at Nordstrom in Broadway Plaza, Walnut Creek. Call (925) 930-7959, ext. 1560.

**GRAPHIC: PHOTO (4), (1) TANKINI:** Anne Cole's tankini, \$80, features four shades of pink. At Macy's. Washable silk pareo, \$110. At Waterlilies in Mill Valley., (2) **SHADOW PLAY:** Mesh can conceal as well as reveal, as it does in this black Miraclesuit, \$110. At Macy's., (3) **SPLASH FASHION:** This **Nautica** suit, \$82, features a photo print of water. At Macy's., (4) **HIDE-A-KEY:** This Polo Sport bikini, \$130, has mini cargo pockets. / At Macy's. / Photos by Liz Hafalla/The Chronicle. Photographed at St. Ignatius College Preparatory School.

**LOAD-DATE:** May 18, 1999

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*CATCHING A WAVE;RIDE THE EXCITEMENT OF SURFER CHIC Times-Picayune (New Orleans, LA) May 26, 1999 Wednesday, ORLEANS*

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Times-Picayune (New Orleans, LA)

May 26, 1999 Wednesday, ORLEANS

**SECTION:** LIVING; Pg. E1

**LENGTH:** 755 words

**HEADLINE:** CATCHING A WAVE;  
RIDE THE EXCITEMENT OF SURFER CHIC

**BYLINE:** By CHRIS BYNUM Fashion writer

**BODY:**

An alien from another planet who lands in Any Mall, USA, might assume everyone lives near the ocean. An Earthling movie buff would sense that "Jaws V" is in the making. A music aficionado will find himself wishing for a Beach Boys concert. Even the trendoids will forsake their \$300 Prada slides for a \$4 pair of Old Navy beach thongs before summer is over.

If you find yourself humming the Ba-Ba-Baas to "Barbara Ann," you're onto the next wave in fashion -- surfer chic. Board shorts, tie-dye and tropical-print shirts, bucket hats, brightly colored tank tops and anything Moondoggie or Gidget might wear going Hawaiian. Some of the modern versions are surfer-print boxer shorts, wildly colored bandannas, and backpacks and handbags in vivid floral prints. The look covers both sexes and all ages.

"The Hawaiian look blew out of the store during Jazzfest," says Helene Canovsky of the Gap store in Lakeside Shopping Center. "But an older man walking in the park might buy that red (floral print bucket-style) hat. And a woman might want those drawstring shorts (a cross between cargo shorts and jans). You can stay cool in them more ways than one (weatherwise and fashionwise)."

Throughout the Gap store and the adjoining Gap Kids are signs of a fashion tidal wave, even down to child-size wet suits of neoprene. Tiny T-shirts for infants say Surf Baby. The accessory racks are filled with sunglasses in vividly colored frames, neoprene holders for sunglasses and notions that easily attach to board shorts, and visors in flower prints.

"Young girls like the Hawaiian shirt because it's so cute with capris and tube or tank tops. And the older guys like them much more than the young guys," says Jo Ann Chechowski of JC Penney.

All through the malls, the tropical fever pops up in such specialty shops as Buckles and American Eagle Outfitters.

No one really knows why the surfing fever is as hot in Cincinnati as it is in Big Sur. But it is haute enough to invade the women's wear collections of Tom Ford for Gucci and the men's sportswear lines of Ralph Lauren, Tommy Hilfiger and **Nautica**. At Dillard's the Tahitian prints for men with these labels look more resort than cabana boy.

The appeal of tropical prints comes from its universal symbolism, says Robert Wolfe of **Nautica**. "For David

Chu, who designs a global collection, the theme is universally understood, and people gravitate to it." That theme is one of relaxation, a favorite summer pastime.

"Fashion comes from the street," says trend forecaster David Wolfe of the New York-based Doneger Group. But in this case, it's coming from the beach. Wolfe credits Albercrombie and Fitch for being the first on the block to catch the wave. The firm's magazine-style catalog photographed by Bruce Weber features surfer styles alongside articles and information on the sport.

"It's a cool and sexy look," he says.

And while kids may be hanging 10 on this trend, Wolfe agrees that the style covers a wide age range.

"There's no such thing as children's wear trends anymore. Kids imitate their older brothers and sisters."

"We saw board shorts as a fun fashion opportunity for the whole family," says Joe Enos of Old Navy.

Dash Wasserman, 9, isn't sure why he likes his bucket hat with the palm-tree motif from Old Navy or his Hawaiian shirt from the Gap. He just does. And he's not a surfer, but he knows who the Beach Boys are.

"I just know 'cause my dad puts on music, and he tests me. He says, 'OK, which band?' And I know it's either the Beach Boys or the Beatles."

There is plenty of nostalgia for parents or grandparents who grew up on "Beach Blanket Bingo" with Annette Funicello and Frankie Avalon (1965); their offspring are donning the look. Fathers who bypass the Tahitian-print shirts can choose neckties with a tropical theme from Tommy Bahama (a sportswear company billed as "the original purveyors of island style"). And moms can find simple sun dresses in island prints.

How the surfer look is worn is a matter of individual style. One can go all out, down to the neon sunscreen across the nose, or just add a Hawaiian shirt to the season's minimalist white pants and sleek slides. A fashion magazine layout pairs tropical prints with camouflage patterns as in a flowered shirt over fatigue-print bikini bottoms, and a tie-dye T-shirt or floral-banded shirt over camouflage cargo pants.

But where do we go when the surf's no longer up?

"For fall '99, varsity is the thing, even for those who never finished high school," says Wolfe.

**GRAPHIC:** Life's beach: Aloha-style shirt, beach thongs and waterproof pouch for glasses On the flip side: (far left) Underwater gear, tank top and tropical shorts. Pouch, shoes, tank top and shorts from the Gap fins and goggles from Old Navy Hawaiian shirt by My Michelle from JC Penney [COLOR] Riding the fashion wave: Board shorts, surfing shirt, cool shades and bucket hat are summer fare. Hat, shirt, sunglasses and bandana from the Gap, shorts from Old Navy [COLOR] Hang ten trend Flowered visor, Hawaiian shirt and jams Shirt from Old Navy, shorts and visor from the Gap [COLOR] In the swim: Two-piece bathing suit in tropical print Swimsuit by Sunbelt Beach from JC Penney 5 STAFF PHOTOS BY KATHY ANDERSON MODEL: JOHN DORSEY


**LOAD-DATE:** May 26, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(gaq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:31 AM EDT

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*Tie-ins: Yo-Yos, Nintendo Anchor Clothiers' BTS Efforts BRANDWEEK formerly Adweek Marketing Week MAY 24, 1999*

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 BRANDWEEK formerly Adweek Marketing Week

**MAY 24, 1999**

**LENGTH:** 471 words

**HEADLINE:** Tie-ins: Yo-Yos, Nintendo Anchor Clothiers' BTS Efforts

**BYLINE:** Terry Lefton and Becky Ebenkamp

**BODY:**

Continuing the growing trend of using entertainment to lure shopaphobic boys into department store apparel floors, clothing brands **Nautica** and Tommy Hilfiger are tying in with Yomega yo-yos and Nintendo videogames, respectively, to juice retail activity for the crucial back-to-school selling season.

Hampton Industries will dangle Yomega yo-yos as a trendy fashion accessory for its licensed **Nautica** Boys apparel, to be supplemented with in-store clinics and demos, a dedicated Web site, direct mail and newspaper ads. The promo taps into a surging pastime that yo-yo magazine Fiend projects will generate \$ 500 million in sales this year.

Through the Yo **Nautica!** promo via agency Renegade Marketing Group, N.Y., customers who purchase \$ 50 of **Nautica** Boys apparel at 175 department stores nationwide will receive a co-branded **Nautica/Yomega** yo-yo and holster, a \$ 25 retail value. Additionally, 10 markets will run "Yo-off" events where yo-yo pros teach tricks and attempt to break world's records.

Print ads will run in local newspapers in event markets, while direct mail culled from store databases heralds events and the GWP offer. Some retailers will dedicate a section of their BTS catalogs to the program.

Meanwhile, Nintendo and TH will reprise their Super Reggie award-winning promo of last year starting with a staged rollout in mid-July of Nintendo-branded kiosks in more than 1,200 stores, where teens and pre-teens can sample its N64 hardware, this year loaded with Nintendo's new Star Wars: Racer game. While last year's Nintendo/TH promo featured a coupon good for a \$ 20 discount on selected N64 sports games with a \$ 50 purchase of TH goods, the '99 version offers a yellow (matching a primary color scheme for TH back-to-school apparel this year) Game Boy Color handheld system bearing the ubiquitous TH flag logo as a purchase-with-purchase offer. Nintendo marketing vp George Harrison said he expects the \$ 70-79 retail unit to sell for under \$ 60 with a \$ 75 TH purchase. TH and the retailers involved, which include the Dayton Hudson, May and Federated chains, are expected to support with around \$ 8 million in newspaper, radio, direct mail and POP.

To further support the promo, which runs through Labor Day, a Game Boy demo unit using the PWP item has been added to the retail environment.

"With a Game Boy, we're offering kids and teens a badge product with a very strong brand on it in Tommy Hilfiger," said Erick Soderstrom, director of advertising and promotion. "Sampling to that target is really important, but we also like that we can connect to a teen icon brand and increase the relevance of our brand to their core consumer."

With Hilfiger moving aggressively into girls apparel this summer, the promo will be supported in both the boys and girls departments.

**LOAD-DATE:** May 26, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[1\]](#)

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) [\(Edit Search\)](#) | [Suggest Terms for My Search](#)

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**YOUNG MEN'S CHAINS STILL SIZZLING IN 1ST QUARTER; THE BUCKLE, HOT TOPIC, MR. RAGS AND URBAN OUTFITTERS ALL SHOW STRENGTH.** *Daily News Record* May 24, 1999

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 Daily News Record

**May 24, 1999**

**SECTION:** Pg. 7 ; ISSN: 1041-1119

**IAC-ACC-NO:** 54751662

**LENGTH:** 464 words

**HEADLINE:** YOUNG MEN'S CHAINS STILL SIZZLING IN 1ST QUARTER; THE BUCKLE, HOT TOPIC, MR. RAGS AND URBAN OUTFITTERS ALL SHOW STRENGTH.

**BODY:**

NEW YORK -- The young men's business continued to soar in the first quarter with several of the top players posting significant increases in the period.

The Buckle Inc. reported first-quarter earnings climbed 29 percent to \$ 6.5 million, or 29 cents a share, from \$ 5 million, or 23 cents, a year ago. Results were a penny above Wall Street estimates. Sales advanced 18.9 percent to \$ 79.8 million from \$ 67 million, with same-store sales ahead 6.9 percent.

Karen Rhoads, CFO of the 231-unit, Kearney, Neb.-based chain, said, "Our bottoms as well as knits and woven shirts did well on both the guys and gals side. Key brands right now are Dr. Martin, Lucky Brand and Tommy and West Coast athletic/beach brands, Quiksilver and O'Neal."

Claire's Stores, which owns the Mr. Rags urban young men's chain, said first-quarter profits jumped 38.8 percent to \$ 13.8 million, or 27 cents, from \$ 9.9 million, or 20 cents, a year ago. Sales rose 26.7 percent to \$ 170.5 million from \$ 131.5 million. Same-store sales increased 13 percent.

At Mr. Rags, urban brands such as Fubu, Ecko, Mecca and Wu Wear are driving sales, with **Nautica**, Polo and Chaps also performing well. Top categories are carpenter and cargo pants, short-sleeved plaid shirts, logo-driven T-shirts, nylon pants, club shirts and body-conscious shirts, the company said.

Citing careful expense control and robust sales gains, Pomona, Calif.-based Hot Topic Inc. said first-quarter earnings surged to \$ 635,000, or 13 cents, from \$ 45,000, or 1 cent, a year ago. Sales in the quarter ended May 1 roared ahead 63.4 percent to \$ 28.3 million from \$ 17.3 million, and same-store sales climbed 15.3 percent.

According to Orv Madden, president and CEO: "New stores continue to perform very well. Ten new stores were opened in the quarter, including our first store in Idaho. Each of these stores exceeded its initial sales plan."

Hot Topic, which sells primarily music-licensed and music-influenced apparel, currently operates 168 stores, and is on target to open 45 new stores this year, Madden noted.

Aided by higher margins, Urban Outfitters steamed ahead in the first quarter with a 40.5 percent surge in earnings on a 47 percent gain in sales. Profits climbed to \$ 3 million, or 17 cents, from \$ 2.1 million, or 12 cents, a year ago, in the quarter ended April 30.

The youth-oriented retailer's total sales gained to \$ 58 million from \$ 39.4 million, and same-store sales climbed 17 percent.

Among its divisions, retail store sales were \$ 48.7 million; wholesale, \$ 5.5 million; and its direct unit, which includes catalog and e-commerce operations, \$ 3.7 million.

The company opened three new stores in the quarter. It operates 34 Urban Outfitters stores and 15 Anthropologie units.

**IAC-CREATE-DATE:** June 2, 1999

**LOAD-DATE:** June 03, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*BIG APPLE STYLE; NYC LOOK A BIG HIT WITH TEEN-AGERS Sun-Sentinel (Fort Lauderdale, FL) May 26, 1999, Wednesday,*

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May 26, 1999, Wednesday, South Broward Edition EDITION

**SECTION:** COMMUNITY CLOSE-UP, Pg. 18, NEXT GENERATION

**LENGTH:** 272 words

**HEADLINE:** BIG APPLE STYLE;  
NYC LOOK A BIG HIT WITH TEEN-AGERS

**BYLINE:** BRIAN SHEPPARD ; Deerfield Beach High School

**BODY:**

One of the hottest trends in clubs, schools and streets of South Florida is clothes with a New York City twist.

The clothes aren't literally made in the Big Apple but are designed with Manhattan in mind. South Florida teens love them.

No one is sure where the trend started, but a good source would be in the success of Tommy Hilfiger and **Nautica** clothing lines.

The fact that people were willing to pay for clothing that looked so basic -- you could find the same thing at discount stores such as Kmart -- led to other clothing lines finding success in the high-priced fashion market.

Since those days, the market for teen fashion has been opened to hundreds of lines. The most successful lines are targeting a generation of hip-hop, R&B and reggae fans.

One of the first lines to target the hip-hop generation was the L.L. Cool J-endorsed FUBU line. Since starting out by selling shirts and jeans, the line has expanded to casual boots, gloves, goggles, hats, sweaters, jackets and even a backpack.

Thriving on the success of FUBU are companies such as Enyce (note the New York link), Mecca USA and Timberland.

Mecca prides itself as a trendsetter.

"(Mecca USA's) eminence can be seen on the backs of (moneymakers) everywhere in the music, sports and entertainment industries," according to the company.

Timberland shoes, which markets to all age groups, has been a part of the hip-hop community since Tupac Shakur sported "Timbos" after leaving a New York City courthouse.

Since then, Timberland has begun manufacturing its famous 6-inch suede boots in all colors in hopes of attracting new fans.

**LOAD-DATE:** May 27, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Swimwear trends include tankinis, mix-and-match, two-piece suits San Jose Mercury News May 27, 1999, Thursday*

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 San Jose Mercury News

May 27, 1999, Thursday

**SECTION:** LIFESTYLE

**KR-ACC-NO:** K7070

**LENGTH:** 425 words

**HEADLINE:** Swimwear trends include tankinis, mix-and-match, two-piece suits

**BYLINE:** By Mary Gottschalk

**BODY:**

For once, there's something more to swimsuits than a choice of one piece or two.

It's the tankini \_ a bikini bottom with a camisole top. It offers the look of a one-piece or a two-piece suit, depending on the length of the top and how you wear it. Let the top hang down for maximum coverage; twist or tie it up for more exposure.

Like many fashion trends, the tankini has actually been around for a season, with its popularity moving from cutting edge to mainstream. It's the trend most often mentioned this year by designers, manufacturers and retailers. You'll find a version of it in most collections.

Another "not new, but now hot" idea is selling swimwear tops and bottoms separately. Aside from the obvious plus of accommodating women who aren't a uniform size, it also offers the opportunity to customize your look by mixing and matching colors and patterns. Target stores have been offering this option for a couple of years and other retailers, including Mervyn's, are starting to follow. Among designers, Anne Cole and **Nautica** both have a line specifically for mixing and matching.

For those who spend serious time in a pool, there's some good technical news \_ new chlorine-resistant fabrics. One is Glospan spandex Type S-17B, designed to protect suits from damage caused by chlorine, ultraviolet rays, suntan oils and perspiration. The other is from DuPont, which is marketing a chlorine-resistant spandex using its Lycra trademark name. DuPont's claims are confined to chlorine. Suits made with either of these chlorine-resistant fibers carry special tags; most major manufacturers are using one or the other.

Solid colors continue to be more popular than prints. Fashion's love affair with gray this past year has translated into metallic tones for swimwear, along with the always popular bright colors and classic white, navy or black. Gideon Oberson believes so strongly in the classic "little black suit" that they've designed five groups in black, including some with velvet flockings, embroidered trim, mesh and jewel accents.

Animal prints and perennial-favorite florals remain strong. You'll also find athletic-inspired suits with logos and color blocking details.

There's plenty of variety in colors and shapes, so no matter what your personal preferences and needs, there's a suit there for you.

PHOTO will be available from KRT Photo Service, 202-383-6099.

(c) 1999, San Jose Mercury News (San Jose, Calif.).

Visit Mercury Center, the World Wide Web site of the Mercury News, at <http://www.sjmercury.com/>

**JOURNAL-CODE:** SJ

**LOAD-DATE:** October 12, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

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*BARBADOS HEART TO HEART Essence June, 1999*

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Essence

June, 1999

**SECTION:** Pg. 102

**HEADLINE:** BARBADOS HEART TO HEART

**HIGHLIGHT:**

With clear blue-green waters and long stretches of fine white sand, the beaches in Barbados are among the most magnificent in the world. After saying 'I do, our honeymooners steal away to replenish mind, body and soul in this tranquil tropic paradise.

**GRAPHIC:** Photo 1, Caribbean rendezvous Beginning life anew with her beloved. Blue bikini, \$ 277 (top not shown), Anna Club. Blue and white printed pareo, \$ 138, Anna Club. Ring and bracelet, Hilary Druxman at notanonymous. White linen drawstring pants, \$ 210, Shaka King Menswear; Photo 2, no caption, HAIR, JEFFREY WOODLEY, MAKEUP, GREGG BROCKINGTON FOR GB<2>, MARKET EDITORS, JOAN VAN HEES AND ELAINE WALLACE FOR ZOLI STYLE COORDINATOR, SANDRA MARTIN; Photo 3, Color splash with more than 16 beautiful beaches in Barbados to choose from, there are plenty of places to play. Green and blue racer-back mesh suit; \$ 149, Kelko, New York. Yellow and red briefs, \$ 117, Kelko Men, New York. Bronze print bikini, \$ 110, Gideon Oberson. Photo 4, Silver shadow The pair found the privacy they sought on one of the island's windswept west-coast beaches. Silver racer-back maillot, \$ 180, OMO Norma Kamali. Black and white briefs, \$ 110, Kelko Men, New York; Photo 5, Some like it hot It's blissful on a Bajan beach. White one-shoulder suit, \$ 167, Kelko, New York. Belted trunks, \$ 55, **Nautica**. (Right) Metallic gold bikini with belted bottom, \$ 305, Kelko, New York; Photo 6, no caption; Photos 1 through 6, PHOTOGRAPHY BY CHRISTOPHER KOLK

**LOAD-DATE:** May 21, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*MADE WITH THE SHADES; sunglasses for men; Brief Article Esquire June 1, 1999*

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Esquire

June 1, 1999

**SECTION:** No. 6, Vol. 131; Pg. 28 ; ISSN: 0194-9535

**IAC-ACC-NO:** 57798785

**LENGTH:** 238 words

**HEADLINE:** MADE WITH THE SHADES; sunglasses for men; Brief Article

**BODY:**

A LITTLE STORY ON THE VIRTUES OF SUNGLASSES

They are hot in the looking-cool marketplace, the wire-framed shades Esquire's fashion editors have showcased at right. Think of them as modern, trimmed-down versions of the all-American aviators Paul Newman wore on the set of *The Stripper*, above. (Turns out old Paul was watching his wife, Joanne Woodward, rehearse the title role/act.) Anyway, the new sunglasses are a little leaner, the lenses less amoebically distended. And the tint colors--grays, I greens, browns, yellows--are new, too, with no southern-sheriff mirroring to be found. Of course, they're still dark enough, which means you, like Mr. Newman, can let your eyes linger where you like with no one ever being the wiser.

1. Metal frames with plastic bar (\$ 119) by Ray-Ban. 2. Nickel-alloy frames (\$ 180) by Cutler and Gross. 3. Nickel-alloy frames (\$ 223) by Giorgio Armani. 4. Nickel-copper frames (\$ 145), Polo by Ralph Lauren. 5. Nickel-alloy frames (\$ 180) by Edward Beiner. 6. Metal frames (\$ 195) by Calvin Klein. 7. Gunmetal frames (\$ 55) by Tommy Hilfiger. 8. Metal frames (\$ 160) by Gucci. 9. Nickel-alloy frames (\$ 230) by Web. 10. Titanium frames (\$ 455) by KieselsteinCord. 11. Titanium frames (\$ 220) by Helmut Lang. 12. Stainless-steel-alloy frames (\$ 185), **Nautica** by David Chu. 13. Metal frames (\$ 210) by Dolce & Gabbana. 14. Nickel-steel-silver frames (\$ 175) by Salvatore Ferragamo.

**IAC-CREATE-DATE:** February 14, 2000

**LOAD-DATE:** February 15, 2000

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Wellman Offers a Taste of the Future; Brief Article Children's Business June 1, 1999*

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Children's Business

June 1, 1999

**SECTION:** No. 6, Vol. 14; Pg. 8 ; ISSN: 0884-2280

**IAC-ACC-NO:** 55241489

**LENGTH:** 179 words

**HEADLINE:** Wellman Offers a Taste of the Future; Brief Article

**BYLINE:** Dubb, C. J.

**BODY:**

The children's creations featured in Wellman's Fourth Annual Master Apprentice Collection drew an enthusiastic response from the lunch-hour crowd viewing the runway show held recently in New York City at the Citicorp Center. Designed by **Nautica's** David Chu and his apprentice Amanda Schramm, the hip 'tween looks were futuristic in feeling and the only kids' items in the show. Chu's ensemble featured cropped pants with cargo pockets and a Fortrel EcoSpun dualtexture sweater and hat, which were re-knitted from shredded Colville, Inc. and Malden Mills fabrics. Schramm showcased an ultra cool school uniform, worn with a fleece EcoSpun jacket and hat.

The Earth Day event was a showcase for one-of-a kind garments created with Wellman's Fortrel EcoSpun fabrics--the environmentally-correct, high performance polyester fiber made from 100 percent plastic bottles--and Fortrel polyester fibers. For the past three years, the Master Apprentice Collection has toured the U.S., merging fashion and recycling against the backdrop of premier retail environments.

**IAC-CREATE-DATE:** August 6, 1999

**LOAD-DATE:** August 07, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) ☐

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*STYLE FILE / TANKS A LOT / THE SEASON'S HOT SWIMSUIT - THE TANKINI - IS A KINDER, GENTLER TWO  
PIECE A FIT ON THE INTERNET* Newsday (New York) June 3, 1999, Thursday,

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# Newsday

Newsday (New York)

June 3, 1999, Thursday, NASSAU EDITION

**SECTION:** PART II; Page B27

**LENGTH:** 802 words

**HEADLINE:** STYLE FILE / TANKS A LOT / THE SEASON'S HOT SWIMSUIT - THE TANKINI - IS A KINDER,  
GENTLER TWO PIECE A FIT ON THE INTERNET

**BYLINE:** By Anne Bratskeir. Anne Bratskeir frequently writes about fashion for Newsday.

## **BODY:**

THIS YEAR, in swimsuits, the customer decides how much she wants to show.

Swimwear manufacturers are offering women a broad range of silhouettes, from the scantiest bikinis to suits with substantial coverage featuring short-style bottoms and tops of different lengths. Prices are equally varied. There are utilitarian suits, starting at \$ 60, for those of us who really like to swim and true designer swimsuits that will cost you more than \$ 250 (which you may want to keep away from the water).

Making the biggest splash this season is the tankini, a two-piece number with a form-fitting tank top and matching bottom. "I hear ladies in their forties saying, 'I haven't worn a two-piece bathing suit in years,'" says swimsuit designer Anne Cole, who is widely credited with bringing the tankini to market last spring and who says it has bumped up her overall sales by 30 percent. This year Cole has added a sister act to her company's "ini" family. It now includes the camikini (camisole top) and bandikini (tube top).

There are several different bottom options, too - the granny pant, which comes up to the waist and is a bit longer in the leg, a full two-piece that goes to the waist, a scooped bottom and, of course, the bare-all bikini. "You kind of split your body in two and maybe you cover what you think are your bad parts," says Cole, though she adds, "most of women's figure problems are from the neck up."

At Macy's, the tankini is going gangbusters. "If a woman is going to buy a new suit this season, it's going to be a tankini," predicts Carolyn Moss, Macy's New York fashion director. "It's huge for everybody. It started in the missy department rather than juniors and trickled all over the map into all ends of the spectrum. For some customers, it's a more modest approach to the bikini."

Other key trends, says Moss, include serious, athletic-looking swimsuits, with racing stripes and backs and broader shoulders "to take care of the real swimmer." Brands such as **Nautica**, Jones and Calvin Klein are showing these streamlined suits that are fashionable and functional. As for color, the swimsuit market

mirrors ready-to-wear, says Moss. "Gray is so important for sportswear and we're seeing it in swimsuits, and blue is very hot, too."

General manager JoAnn Karabag of Saks Fifth Avenue at the Walt Whitman Mall in Huntington sees a big designer thrust in the swimwear arena. "Today, a swim line is a natural extension of a designer's line. Most major designers do show swim in their collections," she says, referring to the likes of Gucci, Dolce and Gabbana and Gaultier. You will pay dearly for these. A Dolce and Gabbana bikini is \$ 172 and the matching skirt, a whopping \$ 286. A floral bikini with a skirted bottom from Gaultier costs \$ 275.

Aside from the tankini, which is selling quite well, according to Karabag, one of the most popular suits of the season is Ralph Lauren's cargo suit. This two-piece features militaristic shorts with detachable pockets. This season marks the launch for the Ralph Lauren swim collection, which also includes a fast-selling denim bikini.

As for color, the racks are filled with pinks and big hippiestyle prints. A solid staple for the season, says Karabag, is silver. "We're seeing more of silver as we approach the millennium in general, and it's almost a basic in swimwear."

Anne Slowey, Elle magazine's fashion news director, points to prairie and farm-girl chic and a little bit of the 50s as inspirations for this season's swim designs. "The fabrics have gotten better and much more fashionable," she says. "There are patchworks, checks, gingham and florals. It's very flirtatious." A FIT ON THE INTERNET

Most Women view buying a swimsuit with some dread. That wriggling in-and-out struggle in the dressing room, and those glaring figure flaws enhanced by the (gasp) three-way mirror. Oh, the horror.

Designer Norma Kamali, through her new Web site, [www.omo-norma-kamali.com](http://www.omo-norma-kamali.com), is striving to alleviate some of the pressure. The site offers a detailed description of each of the suits in her line and how they fit. An example: "String Bikini. Great for boyish figure, for everyone who is firm-breasted of any size. Answer this question: Do you feel totally comfortable absolutely nude? Then you will be confident enough to look good in this suit."

And if you visit the site, feel free to ask questions. One customer wrote in, "I am 5-foot-6 and 130 pounds. I am fairly average except my stomach looks as though I drink a six-pack a day. Any suggestions?"

Kamali says she created the site because she gets so many swimsuit questions; she reads the e-mail herself and has sales associates respond to customers. "It's a blast communicating with pen pals everywhere," she says. - Bratskeir

**GRAPHIC:** 1) Photographed exclusively for Saks Fifth Avenue by Tom Clayton - Anne Cole's nylon/spandex tankini is \$ 78 at Saks Fifth Avenue 2) The one-piece by Miracle Suit, above, \$ 98, at Bloomingdale's, Macy's and Saks. 3) Ralph Lauren's cargo suit, left, \$ 130, at Bloomingdale's, Saks and Jerrie Shop, Cedarhurst.

**LOAD-DATE:** June 3, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) (Edit Search | Suggest Terms for My Search)

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*LIFE'S A BEACH; beach towels HFN The Weekly Newspaper for the Home Furnishing Network June 7, 1999*

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HFN The Weekly Newspaper for the Home Furnishing Network

June 7, 1999

**SECTION:** Pg. 20

**IAC-ACC-NO:** 54932774

**LENGTH:** 630 words

**HEADLINE:** LIFE'S A BEACH; beach towels

**BYLINE:** Musselman, Faye

**BODY:**

ATLANTA--Beach towels are evolving from a summertime accessory to a fashion staple.

"Retailers are starting to focus [not just on] how many are bought for the beach, but how many are purchased for pools, spas, just relaxing and working out," said Jeff Gregg, vice president of sales and marketing at Santens of America Inc., which manufactures jacquard beach towels.

"Beach is a growing category. We're getting more year-round demand from buyers who are selling bathing suits all year and need to coordinate towels with them," said Rae Blum, vice president of sales at Cobra Trading Co., an importer.

To extend the traditional February-August selling season, beach towels are being resized, renamed, repackaged and cross-merchandised.

Larger sizes, ranging up to 72- x 72-inch "beach blankets" or "towels for two" are also a growth area. "They've been very successful in the last couple of years, and we continue to grow the business," said Dan Harris, vice president of marketing and product development at Revere Mills, which makes terry jacquard and striped styles in the oversized niche.

Cecil Saydah Co., which earns approximately 20 percent of its sales through 100 SKUs of beach towels, is coordinating and packaging them with other categories, such as patio sets that include towels and kitchen coordinates for a complete outdoor/poolside decorating scheme. It is also promoting the product as a spa towel or bath sheet, to be marketed in the bath department. "People are trying to find ways to make the season last longer, because a big portion of their manufacturing efforts are in the category," said Caroline Katz, Saydah's creative director.

These changes have broadened the range of styles and designs in the category. Patterns such as dragonflies, bees, ladybugs and butterflies are popular because of their crossover into kitchen coordinates, and stripes and textures go well with the bath lines, said Katz.

At Cobra Trading Co., which specializes in fiber-reactive print velour towels designed in France and

manufactured in Brazil, artistic renderings of birds, fish and shells in the company's signature series sell especially well. "They are unusual, and nobody else has them," said Blum.

Favorites at TerriSol, whose collection includes 300 SKUs, are realistic images of animals and ocean life that utilize a photographic screenprinting process on velour. "The technique makes it possible for towels to truly look like a nature poster," said Michele Sinal, creative director. Velour, she added, "brings an extra sharpness to the design and sheen to the product that is not available in terry."

"One strong direction we see is less attention to beach looks and more to upscale looks, with a lot of variations of stripes, swirls and color blocks," said Santen's Gregg, adding that double jacquards now account for approximately 90 percent of the company's line.

The beach-towel category is expanding enough that both major designers and mills made major statements at April's New York Home Textiles Market.

Joseph Abboud launched an eclectic collection of fiber reactive prints and woven yarn-dyed towels. Approximately 25 patterns -- including simulated killim rugs, paisley shawls and zebra skins -- complemented solids, stripes, checks and plaids.

WestPoint Stevens' new Joe Boxer collection included humorous goldfish, sharks and the brand's signature Mr. Licky designs. At Pillowtex Corp., Alexander Julian's line included chevron and color block patterns; **Nautica** added an N2000 millennium towel.

Pillowtex also introduced a new collection that includes 67 patterns and prints. "We gave a lot of choices, and we got great reaction for the designs," said Patricia Feiwel, design director for beach towels.

**IAC-CREATE-DATE:** August 6, 1999

**LOAD-DATE:** August 07, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:04 AM EDT



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*A New Approach. Delaney Report June 7, 1999*

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Delaney Report

June 7, 1999

**SECTION:** No. 22, Vol. 10; Pg. 3

**IAC-ACC-NO:** 54842264

**LENGTH:** 166 words

**HEADLINE:** A New Approach.

**AUTHOR-ABSTRACT:**

THIS IS THE FULL TEXT: COPYRIGHT 1999 Informed Communications, Inc. Subscription: \$ 265 per year as of 1/97. Published weekly. Contact Informed Communications, Inc., 149 Fifth Avenue, New York, NY 10010. Phone (212) 979-7881. Fax (212) 979-0691.


**BODY:**

Apparel marketer **Nautica** International is boosting its new product efforts to build its business. NI, for example, will introduce a new sportswear line called NST (**Nautica** Sports Tech) designed to appeal to a consumer (teens, etc.) who's younger than the traditional NI shopper. "(NST) will be 'streetwear' meeting athletic wear. There will be themes (skateboarding, snowboarding, etc.), cool graphics and lots of color," said NI marketing head Dee Slattery. NI also will be launching in the fall a new **Nautica** jeans line. "We'll position (jeans) as authentic workwear," said Slattery. And NI will be marketing in the fall a new line of women's sleepwear.

In addition, NI plans to remain busy on the licensing front (NI already has licensing deals in shoes, home furnishings, etc.). Said Slattery, "new connections" is the theme around here. New distribution channels and new consumers." On agenda: refreshing of menswear. Under study: launch of a new **Nautica** 'megastore' concept.

**IAC-CREATE-DATE:** June 14, 1999

**LOAD-DATE:** June 15, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#)   
Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))  
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*Shady looks; Sunglasses are sleek for '99 season Knoxville News-Sentinel (Tennessee) June 10, 1999, Thursday*

Copyright 1999 Knoxville News-Sentinel Co.  
Knoxville News-Sentinel (Tennessee)

June 10, 1999, Thursday

**SECTION:** Living; Pg. B1

**LENGTH:** 573 words

**HEADLINE:** Shady looks; Sunglasses are sleek for '99 season

**BYLINE:** By Rebecca Simmons, News-Sentinel staff writer

**BODY:**

Summer's outlook is so bright you've got to wear shades.

To look cool while beating the heat remember that thin is 'in' for sunglass styles this season. Spring and summer eye wear is slender and sleek with predominantly oval and rectangular styling.

"Aviators right now are a really strong style," says Roxanne St. Claire, a spokesperson for Sunglass Hut International. "It's updated from the days of 'Top Gun.' "

You remember the aviator craze in the mid-'80s. It was spawned by the movie featuring Tom Cruise as a maverick fighter pilot. His character's military-issue shades sparked a trend that resulted in a boon for sunglasses made by Ray Ban.

The new generation of aviators are rectangular in shape and do not have the old gold accents. One example is **Nautica's** updated aviator (\$ 185) in metals with shiny brown, satin black or chrome finishes. Tommy Hilfiger's Warwick (\$ 64.99) and Maui Jim's Kahuna (\$ 228.99) styles are also reminiscent of the look, according to St. Claire.

Performance styling is influencing eye wear in a big way. Modified wraps inspired by the protective swim goggle look are interpreted for sunglasses.

"Sunglasses are really part of the whole fashion, entertainment, sports world," says St. Claire. "Sports specific eye wear is a very strong area of sales."

For example, many sunglass designers are using "polarized" lenses, which reportedly decrease glare reflected off water and snow. The feature is popular with enthusiasts of water sports and snow skiing. Performance sunglasses are an increasingly popular niche among sports equipment manufacturers. Bolle eye wear introduced tennis glasses with Competivision lenses at March's 1999 Lipton Championship Tennis Tournament in Key Biscayne, Fla. The teal-colored lenses are designed to enhance the yellow tennis ball and make it easier for players to see it, while also offering UV protection. The sunglasses retail for more than \$ 100.

According to Accessories magazine, sunglasses featuring transparent plastics and fashion colors like pearl gray, pink and white are also fashion forward frame looks. Metal and plastic combinations are also directional. If you see life through rose colored glasses, then you're in luck because the color is fashionable

In tinted lenses this season.

Yellow, blue and purple lenses are also hip and trendy according to Bill Potts, vice president of marketing for Foster Grant sunglasses. Also popular are the Ironman Triathlon sunglasses from Foster Grant which feature sports styling in thin silver and copper metals.

Foster Grant sunglasses range in price from \$ 4.99 to \$ 25 and are available in discount department stores and drug stores. Foster Grant is celebrating 70 years of making sunglasses.

According to Potts, the company was founded in 1929 by Sam Foster, who is credited with making the first mass-produced sunglasses of a simple black plastic design. The eye wear was a hit that summer in Atlantic City, N.J., and the concept took off.

"Who's that behind those Foster Grants," was a popular advertising campaign for the sunglasses in 1965. The campaign featured screen stars like Anthony Quinn, Jason Robards and Mia Farrow.

In honor of the landmark anniversary, the company will re-institute the campaign with supermodel Cindy Crawford behind a pair of Foster Grants.

Rebecca Simmons can be contacted by calling 521-1893 or by e-mail at [simmons@knews.com](mailto:simmons@knews.com).

**GRAPHIC:** (Color) The aviator is summer's hottest style. This version from **Nautica** is an update of the classic.; PHOTO NOT RETAINED IN LIBRARY

(Color) Calvin Klein sunglasses feature sports-inspired wrap styles.; PHOTO NOT RETAINED IN LIBRARY

**LOAD-DATE:** June 15, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) | [i](#)

Terms: [nautica](#) and [date](#)(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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


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*GLOBAL COSMETIC INDUSTRY- Nautica and Unilever launch global fragrance business Copyright 1999  
CHEMICAL BUSINESS NEWSBASE June 10, 1999*

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June 10, 1999

**SECTION:** Business

**LENGTH:** 62 words

**HEADLINE:** GLOBAL COSMETIC INDUSTRY- **Nautica** and Unilever launch global fragrance business


**BODY:**

A new **Nautica** fragrance is to be launched late in 2000 by Unilever Home and Personal Care North America, which has just become a licensee for **Nautica's** fragrance and beauty products.

The new fragrance will be launched initially in the US with global marketing later.

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**LOAD-DATE:** June 22, 1999

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*THE FINISH LINE'S COMP SALES SLIDE 5%. Footwear News June 14, 1999*

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 Footwear News

**June 14, 1999**

**SECTION:** Pg. 17 ; ISSN: 0162-914X

**IAC-ACC-NO:** 54936709

**LENGTH:** 211 words

**HEADLINE:** THE FINISH LINE'S COMP SALES SLIDE 5%.

**BODY:**

With footwear sales flat and apparel taking a nosedive, The Finish Line Inc. reported same store sales down by 5 percent for its first quarter ended May 29.

The Indianapolis-based retailer's sales rose 13 percent to \$ 132.3 million from \$ 116.6 million. But comps fell each month of the quarter, skidding 5 percent in March and another 10 percent in April, before slipping 1 percent in May. Footwear sales came in flat, while apparel and accessories sales were off by 21 percent.

"Footwear for the quarter performed above plan," said CEO Alan Cohen. But, he added, the store was hurt by a shift from athletic brands to lifestyle brands at retailers such as Old Navy, Abercrombie & Fitch and Gap.

Cohen said that for spring, The Finish Line is bringing in **Nautica** NST and Polo RLX. And the Finish Line launched its own private-label product, which he said was selling well.

"During this down apparel cycle, we will continue to strengthen our emphasis on footwear, including inventory investment and product presentation," Cohen said. Jordan basketball product sales were softer than last year, he noted.

The Finish Line opened 14 stores and closed one during the quarter; this year the company expects to expand to its 40th state, Oregon.

**IAC-CREATE-DATE:** August 13, 1999

**LOAD-DATE:** August 14, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [i]

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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Date/Time: Thursday, April 27, 2006 - 9:01 AM EDT

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*Toth Walks Away From London Fog Fashion Specialty Shop Sees Opportunity With Competing Brand*  
ADWEEK JUNE 14, 1999; New England Edition

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ADWEEK

JUNE 14, 1999; New England Edition

**LENGTH:** 362 words

**HEADLINE:** Toth Walks Away From London Fog Fashion Specialty Shop Sees Opportunity With Competing Brand

**BYLINE:** Judy Warner

**DATELINE:** BOSTON

**BODY:**

A lifestyle-oriented campaign targeting wholesale buyers will be the last ads from Toth Brand Imaging for London Fog.

The Concord, Mass., shop, which handled London Fog for the last seven years and endured various changes in client management, resigned the estimated \$ 2 million fashion account when its contract came up for renewal.

One factor in the decision is Toth's growing relationship with New York-based **Nautica** International, which has apparel that competes directly with London Fog.

Toth recently completed a print campaign positioning the **Nautica** Sport Tech product line to young athletes with the tagline, "Never stop trying." Toth also will help introduce **Nautica** jeans this fall, said client representative Sara Morris.

London Fog is now in the process of evaluating three shops: DiMassimo Brand Advertising, New York; Crispin Porter & Bogusky, Miami; and Sasquatch, Portland, Ore., said Melissa Merlino, director of marketing at London Fog. The client expects to have a final decision within the next few weeks. Sasquatch already handles London Fog's Pacific Trail brand, based in Seattle.

Toth's final London Fog campaign targets wholesale buyers now shopping for fall lineups. The executions broke in New York on bus shelters and kiosks. They will begin appearing outside the Big Apple this fall primarily in outdoor venues in Atlanta, Boston, Chicago, Minneapolis, Pittsburgh, San Francisco and Seattle, Merlino said.

A print schedule is under consideration but few commitments have been made, she said.

Merlino described the new campaign as "transitional," intended to broaden the brand's appeal by featuring younger men and women in contemporary settings. "These ads bring the product into focus," she said.

The ads were photographed by Kenneth Willardt. A strobe light was used in the photo shoots to accentuate the stylish dresswear and casualwear featured on the models. The ads highlight men's and ladies' rain gear and outerwear available in department stores come September.

The current effort has no tagline, a departure from previous campaigns. Toth originally wrote the line, "Weather or not," for the brand in 1994.

**LOAD-DATE:** June 17, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

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*Original Zinn; NAMES & FACES ; Material from wire services and other sources is used as well. Names & Faces can be reached by electronic mail at names(at sign)globe.com. The Boston Globe June 16, 1999, Wednesday*

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The Boston Globe

June 16, 1999, Wednesday ,City Edition

**SECTION:** LIVING; Pg. E2

**LENGTH:** 1017 words

**HEADLINE:** Original Zinn;

NAMES & FACES ;

Material from wire services and other sources is used as well. Names & Faces can be reached by electronic mail at names(at sign)globe.com.

**BYLINE:** By Carol Beggy, Globe Correspondent and Beth Carney, Globe Correspondent

**BODY:**

Radical social historian Howard Zinn will be toasted at a Beverly Hills, Calif., gala next week by two of his most famous fans, Ben Affleck and Matt Damon. The longtime BU prof is being given the Upton Sinclair Award by the Liberty Hill Foundation, a group that funds grass-roots community programs near Los Angeles. Affleck and Damon, who are working with the Fox network to turn Zinn's "A People's History of the United States" into a TV miniseries, are chairing the event and will be on hand to present the award June 24 to their friend. Also being honored that night is Dan Pallotta, the Melrose-turned-LA activist who created the AIDS fund-raising bike ride.

Keeping up with Jones's voice

Mayor Tom Menino introduced actor James Earl Jones to a room of schoolchildren yesterday in terms they could understand: He's the voice of Mufasa in "The Lion King" and of Darth Vader in "Star Wars." Jones was in town at the Boston Public Library and the Boston Medical Center, promoting a literacy campaign. Library officials handed him "Curious George and the Hot Air Balloon" to read, a strategic choice, since the classic's co-creator Margret Rey left the BPL \$1 million before her death to improve its children's room.

In line to make 'Rent'

"Rent" hasn't lost its groupies. Yesterday was the musical's first Boston performance in a planned four-week run at the Shubert Theatre. By Tuesday at 8 a.m., a few people had already lined up for the 20 20-dollar orchestra-row tickets that did not go on sale until 6 p.m. "It didn't surprise me," said theater manager Michael Szczepkowski, who sent away people at the end of the line. "The people who wait in these lines are really into the show." . . . The Broadway revival of "The Sound of Music" is going on the road in August after its New York run ends this month. The touring company with Richard Chamberlain plans a stop in Boston.

A man of vision

"Law & Order" star Sam Waterston will be in town tomorrow announcing the creation of the Visionaries Institute of Suffolk University. Waterston hosts the PBS series "The Visionaries," which highlights the work of people and nonprofit groups working for social change. Its producer, Bill Mosher, is a Suffolk grad. The new institute will offer the country's first master of science degree in philanthropy and media, and a new fellowship for students who excel in this field is named after Waterston.

Reuniting and It feels so good

Some of Boston's best-known and recently reunited R & B rockers are planning a surprise concert Saturday night at the Paradise. The veteran group is going by the name Juke Joint Jimmy and plans to play after the scheduled group, the Box Tops. Let's just say it's expected to be a beguiling show.

Betty and Rita go to JP

Dogs and other pets were welcome at the Rhythm & Muse bookstore in Jamaica Plain last night for a party celebrating the release of "Betty and Rita Go to Paris," a book by local photographer Michael Malyszko and his partner, Judith Hughes. The couple's two Labrador retrievers are the stars of the book, which features shots of the pups acting like tourists in Paris, accompanied by rhyming couplets. Among the more challenging shots to get, Hughes said, was the one of the dogs near Jim Morrison's grave. "It was illegal," she said. "We had to talk our way into that."

Brown to leave Boston Ballet

D. David Brown, executive director of the Boston Ballet, will leave the company at the end of the month. Brown came to the ballet as a dancer in 1971 and served as general manager for 18 years before taking over as executive director a year ago. He said his plan was to see the organization through the transition from former artistic director Bruce Marks to current general director and CEO Jeffrey Babcock.

Film fest's low celeb quotient

NANTUCKET - Things should really be cranking with the opening of the Nantucket Film Festival. There've been plenty of chats on the business of making and writing movies, in coffee shops and inns and along the island's streets.

Yet there's something missing. Something big for this kind of event: celebrities. Even on Nantucket - which has a much different sense of star power than neighboring Martha's Vineyard - we're a little low on our quotient of Who's Who.

They're coming, or promised, but they aren't here yet. The recently ubiquitous John Shea, the local actor and a founding board member of the festival, was to arrive last night. (Tonight, Shea will face the tough choice of picking which screening to attend of the two movies he appears in - they're playing simultaneously.) Headliner Ali McGraw was rumored to be on the island yesterday but hadn't been spotted. We're still awaiting the arrival of Ben Stiller and his comedic parents, Jerry Stiller and Anne Meara, who have a house on Nantucket.

Checking in with the festival's publicist yields little glamour. "Kelly Curtis will be here." Kelly Curtis? "Jamie Lee's sister. She's coming in for one of the readings." Is she here? "Not yet." Let's check the list again. "Kathryn Grody." OK, we'll bite. "She's Mandy Patinkin's wife." (Again for one of the readings, the first of which is tonight.) But guess what? Not here yet.

By Friday's tribute to screenwriter Jay Presson Allen, all of the heavier hitters are expected to be on the island: Wellesley College alum McGraw of "Love Story," who will give Allen an award; Jerry Orbach, best known for TV's "Law & Order"; and Oscar-winning screenwriter Ernest Thompson ("On Golden Pond").

Yesterday's panel discussion "Surviving the Sophomore Effort" might just as easily have been applied to the festival itself. Now in its fourth year, this event - billed as the screenwriters' fest - does have an impressive

lineup of films and the enviable backing of big-time sponsors such as Showtime, **Nautica**, and NBC.

But, compared with earlier years, when Winona Ryder, Anne Heche, and Brooke Shields were around and parties played out through the week, this gathering is slow to take off. "It'll pick up," said an organizer. "We'll be swamped with people soon."

**GRAPHIC: PHOTO, 1. JUST CLOWNING AROUND** - Members of the Kenyan Black Wizards from the UniverSoul Circus teach youngsters the art of the pyramid at the Lee School in Dorchester yesterday.  
GLOBE STAFF/FRANK O'BRIEN

2. Producer Sarah Green (far left) moderates a talk with (from left) Independent producer Peter Newman, producer Jean Paul Ouellette, and author Larry Maness yesterday at the Nantucket Film Festival. Newman's son, James, is on the floor.  
PHOTO/ROB BENCHLEY

**LOAD-DATE:** June 16, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[i\]](#)

Terms: [nautica and date\(geq \(1/1/1999\) and leq \(12/31/1999\)\)](#) [\(Edit Search | Suggest Terms for My Search\)](#)

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*FASHION CALENDAR The Toronto Star June 17, 1999, Thursday, Edition 1*

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The Toronto Star

**June 17, 1999, Thursday, Edition 1**

**SECTION: LIFE**

**LENGTH: 455 words**

**HEADLINE: FASHION CALENDAR**

**BODY:**

Designer Annie Thompson celebrates the first anniversary of her boutique at 674 Queen St. W. (west of Bathurst St.) all week through to June 20.

**STYLE STILIFE** Fashion show today at the Guvernment Nightclub, 132 Queen's Quay W. (at Jarvis St.) features work of Canadian designers Wayne Box, Serena De Paris, Crystal Siemens, David Dixon and Daemon Girl. Reception at 8 p.m., show at 10 p.m. Admission at door \$10. Event is a charity benefit for Ernestine's Women's Centre.

**UNDERWEAR SHOW** On Friday, The Bay, Queen St. holds a fashion show for men and women on Queen St. on sidewalk in front of the Bay at 12:30 p.m. Underwear by Jockey.

**DADS IN DESIGNER FASHIONS** The Bay, Queen St. stages a show Saturday at 2 p.m. in the menswear dept., second floor, with summer looks by Polo, Gant, **Nautica**, Chaps, Claiborne, North 44 and Tommy Hilfiger.

**TORONTO TIES ONE ON** Exhibition celebrating the one colourful accessory of a gentleman's attire, his tie, opens at The Museum For Textiles, 55 Centre Ave. on Father's Day, Sunday. Curated by Max Allen and Marijke Kerkhoven. Opening reception on Sunday from 2:30 to 5 p.m. All welcome. Runs to Oct. 3. For details, call (416) 599-5515. Opening reception for Rugs And Robes From Tibet And Bhutan running to Oct. 14, is also being held Sunday from 2:30 to 5 p.m.

**CANADIAN HAIR SHOW** Sunday at 8 p.m. at the Guvernment Nightclub, 132 Queens Quay E. Show with work of 40 professionals from 14 salons. Tickets at door \$45. Fashion show by Boxxe by Wayne Box, D.U.B.U.C Mode de Vie, Marie Saint Pierre, David Dixon, Comrags and Serena De Paris. Part of proceeds to be donated to Casey House Hospice.



MAKEUP APPLICATIONS BY CLINIQUE From Sunday, June 21 to Thursday, June 24, 11:30 a.m. to 2:30 p.m. the Bay, Queen St. presents lunchtime jazz performance and Clinique Cosmetics offers complimentary makeup applications at the same time. Event takes place outdoors at corner of Queen and Yonge Sts. and all performances are free. For details, call (416) 861-4215.

STRATORD FESTIVAL'S COSTUME TOURS Tours of costumes and properties at Stratford Festival's Warehouse begin every half hour from 9:30 a.m. to 11 a.m. at 359 Burritt St., Stratford, on Wednesday and Saturday mornings to November 8. Tours last 45 minutes. Admission is \$3.50 per person. Tickets can be ordered in advance through Festival box office. Same-day tickets, if available, may be purchased at the door. To order, call 1-800-567-1600.

Fashion Calendar, compiled by Mary McGrath, is a free weekly listing of events. Write: Toronto Star, Fashion Section, One Yonge St., Toronto, Ont. M5E 1E6. Fax: (416) 869-4410.

**LOAD-DATE:** June 18, 1999

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*Digest Marketing Week June 17, 1999*

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Marketing Week

**June 17, 1999**

**SECTION:** News; Pg. 9

**LENGTH:** 370 words

**HEADLINE:** Digest

**BODY:**

Nick Scheele, Ford's European senior vice-president of marketing, sales and service has been promoted to succeed Jim Donaldson, president of Ford Europe, who returns to Ford in the US, as first predicted in Marketing Week (March 25). Scheele was previously chairman and chief executive of Jaguar Cars. Ex -BMW product development chief Wolfgang Reitzle has since become chairman of Jaguar and group vice-president in charge of the Premier Automotive Group (News story, page 7).

Reckitt & Colman is closing its European head office in Chiswick, and relocating much of its European operation to Massey outside Paris in France.

Scottish Provident, the savings, mortgages and investment company, has appointed former financial services consultant Robert Greenshields as head of marketing communications and research.

**Nautica**, the US sportswear company, has appointed former Speedo International president Mark Hammersley as managing director in Europe.

Mars is launching a special 2kg pack for its Celebrations brand in the shape of the Millennium Dome.

Foster's (right) is launching 1 million special edition 'Grand Prix' cans to celebrate its sponsorship of the British Grand Prix on July 11. The cans will be available from Sainsbury's, First Quench and Alldays from the end of June.

Asda has donated £22,000 to the British Nutrition Foundation. It had been set aside to pay the £90 levy per outlet on food retailers funding the Food Standards Agency, but plans for the levy have been scrapped.

Office World, the office supplies retailer, has appointed Roger Goodwin, former visual merchandising manager, as retail marketing controller.


Iceland, the frozen food supermarket chain, has been awarded a Global Corporate Conscience Award for its anti-GM foods stance at an awards ceremony in New York.

Britvic Soft Drinks is launching a £2m TV ad campaign for its Robinsons High Juice brand through HHCL.

SmithKline Beecham has launched a Website [www.lucozade.com](http://www.lucozade.com) with information about Lucozade carbonated energy drink brands. It features cyber-babe Lara Croft.

Arcadia Group has launched Zoom, a free Internet Service Provider as part of its online shopping business.

**LOAD-DATE:** June 21, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) 

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*Riverview Plaza to fill empty storefront Times Herald (Port Huron, MI) June 20, 1999 Sunday*

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Times Herald (Port Huron, MI)

June 20, 1999 Sunday

**SECTION:** LOCAL; Pg. 1B

**LENGTH:** 405 words

**HEADLINE:** Riverview Plaza to fill empty storefront

**BYLINE:** Deanna Weniger, Staff

**BODY:**

By DEANNA WENIGER

Times Herald

ST. CLAIR - The Riverview Plaza has snagged a clothing store to fill the 5,600-square-foot vacancy left by Dancers Fashions last year.

Glik Co., a retailer offering men's, women's and children's clothing, has made a verbal agreement with the plaza to open Oct. 1. Both plan to sign a lease this week. The store is expected to fill about two dozen jobs.

"This is the huge turnaround we've been looking for," said Pat Coughlin, president of the plaza's co-owners' association.

Since Dancers Fashions went out of business, the mall fell into a slump, losing other retailers and failing to attract new business. Mr. Coughlin said there will be only three vacancies left in the mall once Glik moves in. Other stores, such as Payless Shoe Source, have told Mr. Coughlin they have been waiting for a high-traffic store like Glik to commit first, he said.

"How exciting!" said Carol Hines, mother of four in St. Clair Township. "They really need something here for kids."

This is the 12th Dancers store Glik has moved into since Dancers closed. Another store in the Kmart plaza in Richmond is scheduled to open in August. Glik, a fourth-generation family business based in Granite City, Ill., hired Dancers owner Doug Dancer as its real estate agent for Michigan.

"We have been very successful over the years catering to towns like St. Clair," said owner Jeff Glik. "Our niche is really being the hometown apparel store."

The company, in business since 1897, has 56 stores in Michigan, Missouri, Illinois and Indiana. Mr. Glik estimated the store could bring in as much as \$750,000 a year in St. Clair. Both the St. Clair store and the Richmond store will be hiring up to 24 people for sales clerk and managerial positions.

The store will offer name brands such as Polo, **Nautica**, Dockers, Nike and Adidas at market value. "We're

not a discount store nor are we a high-end store. We're right-priced," Mr. Glik said.

That is good news for Rhonda Maitland, 37, of St. Clair, who has dreaded the long drives to Port Huron for simple needs such as socks.

"I used to buy socks at Dancers," she said. "There's not a place to buy socks anywhere in town. My kids love going to the mall, but it's such a long trip."

#### GLIK'S

**NEW STORE:** The Glik Co. has 56 stores in Michigan, Missouri, Illinois and Indiana. The Riverview Plaza in St. Clair has an agreement for a Glik store to open by Oct. 1.

**LOAD-DATE:** November 14, 2002

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [1]

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**GETTING A TAN IN THE TANKINI: IT'S NOT THE ITSY-BITSY, TEENY-WEENY KIND / A BIKINI HYBRID IS THE HOTTEST SWIMSUIT. OTHER TRENDS: METALLIC-GRAY FABRIC, THE CLASSIC LITTLE BLACK SUIT.**  
*The Philadelphia Inquirer* JUNE 20, 1999 Sunday D EDITION

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*The Philadelphia Inquirer*

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The Philadelphia Inquirer

**JUNE 20, 1999 Sunday D EDITION**

**SECTION:** FEATURES LIFESTYLE; Pg. G01

**LENGTH:** 391 words

**HEADLINE:** GETTING A TAN IN THE TANKINI: IT'S NOT THE ITSY-BITSY, TEENY-WEENY KIND / A BIKINI HYBRID IS THE HOTTEST SWIMSUIT. OTHER TRENDS: METALLIC-GRAY FABRIC, THE CLASSIC LITTLE BLACK SUIT.

**BYLINE:** Mary Gottschalk, KNIGHT RIDDER NEWS SERVICE

**BODY:**

For once, there's something more to swimsuits than a choice of one piece or two.

It's the tankini - a bikini bottom with a camisole top. It offers the look of a one-piece or a two-piece suit, depending on the length of the top and how you wear it. Let the top hang down for maximum coverage; twist or tie it up for more exposure.

Like many fashion trends, the tankini has actually been around for a season, with its popularity moving from cutting edge to mainstream.

It's the trend most often mentioned this year by designers, manufacturers and retailers. You'll find a version of it in most collections.

Another "not new, but now hot" idea is selling swimwear tops and bottoms separately. Aside from the obvious plus of accommodating women who aren't a uniform size, it also offers the opportunity to customize your look by mixing and matching colors and patterns. Target stores have been offering this option for a couple of years, and other retailers, including Mervyn's, are starting to follow. Among designers, Anne Cole and **Nautica** both have a line specifically for mixing and matching.

For those who spend serious time in a pool, there's some good technical news - new chlorine-resistant fabrics. One is Glospan spandex Type S-17B, designed to protect suits from damage caused by chlorine, ultraviolet rays, suntan oils and perspiration. The other is from DuPont, which is marketing a chlorine-resistant spandex using its Lycra trademark name. DuPont's claims are confined to chlorine. Suits made with either of these chlorine-resistant fibers carry special tags; most major manufacturers are using one or the other.

Solid colors continue to be more popular than prints. Fashion's love affair with gray this last year has

translated into metallic tones for swimwear, along with the always popular bright colors and classic white, navy or black. Gideon Oberson believes so strongly in the classic "little black suit" that they've designed five groups in black, including some with velvet flockings, embroidered trim, mesh and jewel accents.

Animal prints and perennial-favorite florals remain strong. You'll also find athletic-inspired suits with logos and color blocking details.

There's plenty of variety in colors and shapes, so no matter what your personal preferences and needs, there's a suit there for you.


**GRAPHIC: PHOTO;**

**PHOTO**

The tankini - bikini bottom, camisole top - allows for adjustment in coverage. (AKIRA SUWA, Inquirer Staff Photographer)

Daniela Joseph of Fair Lawn, N.J., hits the Atlantic City beach in a child-sized tankini. (SARAH J. GLOVER, Inquirer Suburban Staff)

**LOAD-DATE:** October 22, 2002

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*Aloha shirt returns to fashion Hawaiian wear a hit in area stores South Bend Tribune (Indiana) June 20, 1999, Sunday*

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South Bend Tribune (Indiana)

June 20, 1999, Sunday INDIANA, MICHIGAN, MISHAWAKA, PHM, TRIBUNE

**SECTION:** STYLE, Pg. f5

**LENGTH:** 577 words

**HEADLINE:** Aloha shirt returns to fashion  
Hawaiian wear a hit in area stores

**BYLINE:** ILIA QUINONES; Tribune Staff Writer

**BODY:** Palm trees blowing in the breezes. A blazing yellow sun high in the sky.

Surfers riding the waves.

Cool, turquoise waters and white, sandy beaches as far as the eye can see.

Aloha, baby. We're in a Hawaiian state of mind and it's showing up all over our summer clothes.

The Hawaiian shirt -- or, to be exact, the Aloha shirt -- is back stronger than ever this summer.

"They have never really gone out of style," says Scott Holmlund, men's clothing manager at University Park mall's Marshall Field's. "There's been peaks and valleys, but we've always carried some kind of Hawaiian print."

But no one argues that the Hawaiian shirt hasn't become a little more popular this year.

When J.C. Penney introduced them in February, "we had 300 to 400 of them," says Kevin DeFrain, manager of the University Park store's men's department. "Now we have a little over 100, and we might not make it through Father's Day."

Father's Day sales on Hawaiian shirts in the past few weeks have added to the craze. Marshall Field's has select styles in its store label Oxford and Fulham as low as \$19.99. Gadzooks also has its Pineapple Connection brand on sale for \$19.99. J.C. Penney's Towncraft brand is on sale for \$17.99. Even Target is getting in on the sales with its Father's Day special of \$12.88, down from \$14.99.

The flashy designs can be found in higher-priced lines as well, with Aloha shirts from Tommy Hilfiger, **Nautica**, Polo and even Land's End all starting around \$65.

So who's buying these shirts?

"Everybody," says Annmarie Paquin, manager of Gadzooks. "Kids, adults, men and women."

Although Gadzooks and other stores such as J.C. Penney have Hawaiian shirts for girls, Paquin says that the girls are wearing the guy's shirts.



"It's age-genderless," Holmlund says.

"It's a conversation piece," DeFrain says. "People will wonder where you got it."

Michael Boyce, 15, plans to buy a royal blue and white Hawaiian shirt. "I like the way it looks, its different," he says.

"It's something cool to wear on the beach," says 17-year-old Chris Zeiger.

Not bad for a shirt that's been around since the early 1920s.

The original Aloha shirt, made of cotton, silk or rayon fabrics printed in Japan, appeared in small tailor shops in Hawaii, according to officials at Land's End.

Aloha shirt lore has it that one tailor's designs became very popular in the mid-1930s with the increased arrival of Navy vessels and tourists alike. And when these tourists all wanted to take a piece of the island home with them, the big demand for the Aloha shirt was born.

In 1936, Ellery Chun, the shirtmaker, registered the trademark for Aloha sportswear. Soon after, the shirts were being made in factories.

Over the years, Hawaiian-print shirts enjoyed brief spans of popularity. In the 1950s, Hawaiian shirt admirers included Hollywood stars Elvis Presley, Frank Sinatra, Bing Crosby and even President Harry Truman, who sported one on the cover of Life Magazine.

In the 1960s, they were part of the surfing uniform. Television shows like "Hawaii Five-O" and, later, "Magnum, P.I." didn't hurt, either. More recently, stars such as Robin Williams, Quincy Jones and Bruce Willis have been spotted with Hawaiian-print shirts.

No matter who you associate them with, Aloha shirts are in, but they won't be in stores for very long. Most stores plan to ship the shirts out at the end of July or early fall.

**GRAPHIC:** Tribune Photo/SANTIAGO FLORES

Nothing says summer like a Hawaiian-print shirt. Shown here are a toned-down neutral print for men by Ralph Lauren and a bright turquoise spaghetti-strap dress by Rampage. Both are available at Marshall Field's.

**LOAD-DATE:** June 25, 1999

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*SPORTSWEAR GIVES FATHER'S DAY SALES A BOOST FOR RETAILERS AROUND THE COUNTRY;  
EVERYTHING FROM SHORTS AND KHAKIS TO KNIT SPORT SHIRTS AND SWIMWEAR PERFORMS WELL FOR  
DEPARTMENT AND SPECIALTY STORES. Daily News Record June 23, 1999*

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Daily News Record

June 23, 1999

**SECTION:** Pg. 4 ; ISSN: 1041-1119

**IAC-ACC-NO:** 55010653

**LENGTH:** 3087 words

**HEADLINE:** SPORTSWEAR GIVES FATHER'S DAY SALES A BOOST FOR RETAILERS AROUND THE COUNTRY; EVERYTHING FROM SHORTS AND KHAKIS TO KNIT SPORT SHIRTS AND SWIMWEAR PERFORMS WELL FOR DEPARTMENT AND SPECIALTY STORES.

**BYLINE:** LLOYD, BRENDA; VARGO, JULIE; PALMIERI, JEAN E.; BRUMBACK, NANCY; COURTAY, ROMY de

**BODY:**  
SOUTHEAST

ATLANTA -- Father's Day was a special opportunity for major stores, who reported sales up in the low-single digits to as much as 29 percent with promotions and price cuts that were no worse than a year ago.

According to Tom Foster, GMM of Proffitt's, the Knoxville, Tenn., division of Saks Incorporated, "We'd like to think that we had more values and more focused key items compared to the previous [Father's Day], but we didn't run price cuts or percentages off any deeper."

And Richard Dawahare, men's merchandise manager of Dawahare's in Lexington, Ky., said his department had a sales increase of about 5 percent, despite intense promoting by major store competitors. "I'm happy considering the relatively low amount of advertising we did and the unbelievable amount our competition did," he said.

Ernest Brown, GMM of Parisian, the Birmingham, Ala.-based Saks Incorporated division, said his sportswear comp-store sales on Friday and Saturday increased 29 percent over last year. For the month, traditional apparel sales are up 4 percent; sales of updated lines are up 40 percent (because of the business-casual trend, Brown said); denim, 38 percent; and mainfloor, 10 percent. Only career is down around 6 percent, which is still 1 percent above plan, Brown pointed out.

Upscale men's wear specialty stores did well, too. David Rubenstein, president of Rubenstein Brothers in New Orleans, said his sales were up more than 10 percent and volume at his All American Jeans division more than doubled.

Scott Morgan, partner at Taylor, Richards & Conger in Charlotte, N.C., said sales were up in the single digits for the week and in the mid-single digits for the month. Short-sleeved sport shirts, both woven and

knits, were the big winner for the week. Shorts sold briskly, too, along with better collections, such as Tommy Hilfiger, **Nautica**, Chaps and Polo.

Proffitt's Foster said men's made plan, which was 6 to 8 percent above last year. "However, it cost us some promotional dollars, but that's part of the retail scene today. It's expensive to get customers into the retail store." Hot items for Father's Day included Savane Deep Dye shorts, Chaps, **Nautica**, Izod, and knit and woven tops in Consensus, a private brand positioned as a moderate collection. Tommy Hilfiger and Polo also did well because of permanent markdowns.

Dawahare said Tommy Hilfiger sportswear was "terrific" over the selling period. Other top sellers were short-sleeved knit tops and woven shirts in textured solids and neutral tones, **Nautica** and collection T-shirts. "Each day was bigger [during the week], but the big day was Saturday," he said. "It's always a last-minute thing."

Parisian's Brown said his top sellers were knit tops, T-shirts, and shorts -- "your basic wear-now merchandise." All collections were strong, whether updated, traditional, denim or moderate mainfloor. Also, Parisian did not exceed its markdown plan, and even eliminated a day from its promotional calendar versus a year ago.

Rubenstein said sales of short-sleeved shirts, from piques to T's, were even stronger than expected. Button-front shirts also performed well, as did shorts. Business was good all week, he said, but "Saturday went crazy," he said. Rubenstein's started its summer sportswear sale on June 19, which helped.

Taylor, Richards & Conger's Morgan said his top items included better dress shirts from Zegna, Lorenzini and Borrelli, and coordinated furnishings from Robert Talbot. Other hot items were knitwear by John Snedley and sport shirts from Zegna and Lorenzini. The two Taylor, Richards & Conger units had no promotions.

#### SOUTHWEST

DALLAS -- Short-sleeved shirts, shorts and the traditional tie topped the list of gifts given to dear old dads in the Southwest this Father's Day. "Seasonal products, particularly shorts and swimwear, did very well," said Jack Fleischer, president of the men's division for Plano, Texas-based J.C. Penney. "Our short-sleeved shirt business was very good." The retailer also did a strong business in suits, driven by super 100s and super 120s. And while ties sold rapidly, dress shirts did not. "Normally ties and dress shirts go hand in hand," said Fleischer. "We had a lot of press and advertising on our spotless tie and the Christopher Reeve neckwear collection. It's odd that the neckwear business would be so good, though, and dress shirts not follow."

St. John's Bay, one of Penney's private, power brands, saw "huge increases" for the month, according to Fleischer. "The gains were nothing short of magnificent," he added. However, sales in St. John's Bay adversely impacted other lifestyle brands. Dockers, normally a strong seller for Penney's, was particularly hard hit.

The retailer also saw slower sales in its licensed sports apparel business. At Neiman Marcus, Father's Day business was particularly good in the "Toys for Boys" category. "Personal entertainment items like the Panasonic DVD player for \$ 1,000 and the Sharper Image travel CD-radio have done exceptionally well," said Colby McWilliams, vice-president and men's fashion director for the Dallas-based specialty chain.

Short-sleeved shirts in vacation prints were also important, as were young, modern looks from Prada Sport and DKNY. In dress furnishings, "very special things" such as Brioni printed neckwear, Emporio watches and "anything by John Hardy" walked out the door with customers. Cuff links, studs and formalwear also ranked as top gift items, as did shoes. "Shoes continue to be our hot business driven by the sport category and fueled by lines like Prada," said McWilliams. "We also saw a shift toward sport coats, particularly anything linen and cotton."

"Business seems to be much better. I'm not sure if it's Father's Day or the warmer weather encouraging people to buy clothes they can wear now."

Business was also good at Keepers, a men's specialty store in Austin, Texas. "We saw a little more early shopping the first couple weeks of June this year, before the panic of last week," said manager Chuck Haidet.

Sport shirts set the selling pace, both silk and knit varieties. A \$ 235 watercolor silk with pearl buttons by Dallas designer Stubbs Davis got a thumbs-up from shoppers.

Silk pique shorts by Axis priced at \$ 65 were also popular, along with Zegna's casual, three-ply cotton pants at \$ 190. "Of course, we always do a good tie business," said Haidet.

According to owner Morris Penner, Father's Day foot traffic resulted in an excellent sport coat week at specialty retailer M. Penner in Houston. "Super-lightweight worsted cashmeres did amazingly well," he told DNR.

"They're pricy, but lightweight luxury fabrics are selling. "Business in sport shirts and ties, the traditional gifts, were also good," said Penner, who cited Zegna neckwear as a top seller.

#### NORTHEAST

NEW YORK -- Sportswear ruled the roost for retailers in the Northeast this Father's Day. Instead of the traditional dress shirts and ties, it was collections, shorts, swimwear and sport shirts that tempted shoppers.

David Fisher, executive vice-president and GMM of men's for Bloomingdale's, said: "It was a fantastic Father's Day for us. We posted very high double-digit increases for the entire month, especially last week. It was just out of sight."

Among the top-performing businesses were sport furnishings, Fisher reported, especially commodity items such as knit and woven shirts, shorts, khakis and printed camp shirts from Tommy Bahama and Bloomingdale's private label. "Shorts were unbelievable," he said.

"Our collections business was also great," he added. "Polo was sensational and **Nautica** was very good. Updated collections were also strong." So was golfwear, led by Lacoste, as well as jeans from Hilfiger, Polo and DKNY.

Dress shirts and neckwear were "not extraordinary," he said, noting it was a good tailored clothing month, especially for sport coats and slacks.

Overall, "we couldn't be happier. It was a gratifying comeback, which bodes well for the third quarter."

Kevin Morrissey, executive vice-president and GMM of Macy's East, characterized business as good -- up over last year. "It was a sportswear year," he said, noting that businesses ranging from updated collections to denim did well. T-shirts, shorts and activewear were all top sellers. "The increases were driven by casualwear," he said. Furnishings business was flat, Morrissey said. "It wasn't a dress furnishings year."

For fall, Morrissey expects the sportswear trend to continue, "which will be very good for us."

Wayne Melchner, executive vice-president of merchandising for Saks Fifth Avenue, also said the strength of the business was sportswear -- both bridge and collections, full-price and clearance. Knitwear continued to be important, he said, along with drawstring shorts, linen pants, swimwear and other casual items. Golfwear, which is on a "downward trend, was still a volume item," Melchner noted.

Furnishings as a whole were soft, but millennium pieces were strong. Novelty jewelry, formalwear

accessories and casual footwear were also hot.

"Sportswear is firing on all cylinders," he said. "It will continue to be the growth engine this fall. We're also expecting some uptick in clothing."

Margaret Spaniolo, senior vice-president and GMM for Bergdorf Goodman Men, was also pleased with the results. "We had a nice increase over last year," she said. Best sellers included mainfloor sportswear and furnishings, categories that have been strong all year. Charvet was especially robust, both shirts and ties; Loro Piana was also popular.

Other items that did well included high-end jewelry, alligator belts and small leather goods, a private-label calfskin travel wallet and a kaleidoscope. Dress shirts, with the exception of Charvet, weren't great, she said, but "we sold a lot of ties."

Looking ahead, Spaniolo expects furnishings and classification sportswear to continue to do well. "That's been the trend for the last five to six months. Clothing, especially suits, will remain challenging," she predicted, "but sport coats are good. And I'm selling fall Kiton, Zegna, Canali and Armani, so I'm optimistic."

Michael Gleim, vice-chairman of Bon-Ton Stores Inc., said that although men's had been "tracking behind the company as a whole, as we got closer to Father's Day, it perked up."

Among the top performers were young men's and collection sportswear, which "led the entire men's complex." Classification sportswear was decent, he said, denim collections were "just okay," and furnishings and accessories were "lackluster."

Gleim said men's had experienced "explosive growth in 1998, so we were up against that. But the better businesses are doing well and we're changing where we invest our resources to capitalize on that," he said.

He's optimistic that men's wear will "come back in the fall. We've made some adjustments and we think it will be better than it has been the past nine months."

## MIDWEST

CHICAGO -- From private-label tropical print shirts at Kmart to \$ 115 knit shirts at specialty shops, casual sportswear led Father's Day sales for Midwest retailers. Business for the holiday ran ahead of last year, retailers reported, continuing early June's strong performance.

A Kmart spokesperson at Troy, Mich., headquarters noted the discount giant had "a very good Father's Day and exceeded our plan." In the wake of the early June heat wave, shorts were particularly strong, led by cargo styles. "Woven shirts in general, but especially the tropical theme from our Route 66 collection," were also best sellers for dads, the Kmart spokesperson said.

At Lands' End, Hawaiian print shirts and pinpoint dress shirts, particularly in french blue, showed strong sales for the past two weeks, both through the catalog and on the retailer's Web site, said a spokesperson. In addition, "polo shirts in any fabric -- mesh, interlock and henley styles," have been selling well.

The Oxford Express section on the Web site, which lets customers view their shirt options by size, color and features, "has continued to be strong and we are looking to extend it into other products," she said.

"We've had a good June and are not yet promoting," commented Tim Ryan, president of Harleys, a Milwaukee specialty retailer. Better sportswear was strong for Father's Day, with Jhane Barnes and Tommy Bahama leading the way, along with Lipson sport shirts. Ballin microfiber trousers "continue to sell very strongly, and we added a Tencel/cotton pant for spring that has done very well," Ryan added.

That perennial favorite, ties, were also selling well at Harleys, especially from Jhane Barnes, XMI, Tino

Cosma, Format and Audrey Buckner.

Harleys has "drastically cut our promotion schedule this year," said Ryan, so "the dollars aren't the same as last year, but our margins are much stronger." He does not plan to break price until after July 4.

At David's Men's Clothiers, a specialty shop in Valparaiso, Ind., owner David Shurr reported, "Father's Day was better than last year and June is way ahead" after a slow May. Better sportswear was strong there as well, led by Tommy Bahama and cotton knit polos from Robert Barakett, Axis and Jhane Barnes, at price points topping \$ 100. Short-sleeved woven dress shirts from Haupt were also good sellers. "And I've had to reorder a knit, loose-fit nylon/Lycra T-shirt from Raffi almost every week," said Shurr.

Microfiber slacks from Burrough and Riviera are selling well, along with lighter-weight dress slacks. David's is also seeing some pickup in clothing sales. "We're seeing a lot of customers who haven't been wearing suits coming in when they find their old suit doesn't fit anymore. People who wear a lot of suits are buying lighter-color suits," Shurr said. They are also buying white dress shirts and new ties to wear with those lighter colors.

At Mark Shale in Chicago, "We had a pretty good week," said Scott Baskin, president. "It was very much sportswear-driven." Cut-and-sewn shirts and casual trousers continued to lead sales.

## WEST COAST

LOS ANGELES -- Driven by a growing trend toward casual dressing on the West Coast, Father's Day business ranged from fair to excellent in the region's department stores and prestige boutiques. Moderately promotional, sales centered around woven and knit tops from a variety of designers and brand names.

At Macy's West's 85 stores, Father's Day business was only "fair," posting mid-single-digit increases "or perhaps a bit better" over the same time last year, according to chairman and CEO Michael Steinberg, who said it was "no more promotional than last year" and that no coupons were given.

The classifications business, led by sportswear and dress shirts, went on sale eight or nine days before Father's Day. But collections such as Polo, **Nautica** and others didn't break price until after Father's Day. "We are long past the time where everything before Father's Day was full price and everything after Father's Day went on sale," said Steinberg. "I don't think we'll ever get back to that."

In the "mixed bag" of top sellers, sportswear posted double-digit increases, thanks to contemporary knits; Hawaiian tops spurred high double-digit growth in wovens; and men's collections were very strong. Less successful was the young men's business, even though status vendors such as Polo Jeans and Tommy Jeans held their own. Dress shirts and ties were quite weak, "possibly influenced by the trend toward casual dressing," said Steinberg.

At Gottschalks, Father's Day business saw high-single-digit year-to-date increases in the company's 32 stores. "Promotional activity was slightly less than last year and we did not send out coupons," said Gary Gladding, executive vice-president of merchandising of the Fresno, Calif.-based chain, which purchased eight Harris stores last summer not included in the results.

On sale one week prior to Father's Day, Hawaiian shirts, U-neck T-shirts, logo T-shirts by Tommy Hilfiger, private-label yarn-dyed camp shirts, cargo shorts, and wovens and knits by Chaps did particularly well. Key vendors included Claiborne For Men, which soared 80 percent over last year, and Tommy Hilfiger, up 30 percent. In the young men's category, beachwear showed strong momentum, led by 60 percent increases for Quiksilver and Ocean Pacific. Microfiber "was an excellent category" in suits, suits separates, sport coats, dress shirts, sport shirts and pants, said Gladding.

"It was a very good Father's Day -- I think the fathers were happy," he concluded.

At Scott Hill, the company saw "increases in the area of 15 to 20 percent in the three weeks prior to

Father's Day," according to vice-president and buyer Jeff Fox.

Sport shirts, wovens, cotton sweaters, fine-gauge cotton polos and V-necks, and lightweight outerwear from Allegrì, Luciano Barbera, Malo and Luigi Borrelli were strong.

For Sharham Mousazadeh, president and owner of Oliver & Co., Father's Day business was "better than we expected." All three stores of his stores started a 30 percent-off "End of the Season Sale" five days before Father's Day promoted via direct mail.

While the sartorial store in Beverly Hills did "very good business" in the last two weeks, casualwear was definitely the driving influence. At the store on Beverly Boulevard, Giorgio Armani drove the sportswear category. "We've been selling a lot of T-shirts and knitwear, compared with ties and dressier items last year," said Mousazadeh. "People in California don't want to dress up anymore." In the same vein, the Hugo Boss store across the street in the Beverly Center "was up 100 percent over last year," he said.

At Neiman Marcus Beverly Hills, "We broke our men's furnishings sale early, concurrent with the traditional sale time of clothing and sportswear," said general manager John Martens. "It worked in our favor," he said, noting that men's furnishings saw a double-digit increase over the same time last year.

Lorenzini dress shirts, Charvet ties, shirts and ties by Turnbull & Asser and Ermenegildo Zegna and cashmeres by Loro Piana were strong sellers, as were gift items such as Franck Muller watches, Baccarat martini glasses, David Linley desk accessories, and Estee Lauder spa certificates for men's treatments. "Overall, Father's Day was very successful, with a particularly strong weekend," Martens concluded.

**IAC-CREATE-DATE:** June 30, 1999

**LOAD-DATE:** July 01, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) (1)

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Mossimo teams with Italian sunglasses firm Orange County Register (California) June 25, 1999 Friday*

Copyright 1999 Orange County Register  
Orange County Register (California)

June 25, 1999 Friday MORNING EDITION

**SECTION:** BUSINESS; Pg. C02

**LENGTH:** 185 words

**HEADLINE:** Mossimo teams with Italian sunglasses firm

**BYLINE:** HEATHER MacDONALD, The Orange County Register

**DATELINE:** IRVINE, CA

**BODY:**

Mossimo Inc. announced plans Thursday to beef up its sunglasses line as part of its effort to right itself after losses in the past two years.

The sunglasses for men and women will be produced and distributed by Italian eyewear company Marcolin. They will be introduced in the spring, first in the United States and later in international markets.

The company gave few details about the venture.

Mossimo, based in Irvine, sells its own brand of sunglasses in its stores, like the one at South Coast Plaza in Costa Mesa. But it has stopped production on its line to implement the four-year agreement with Marcolin.

Mossimo established itself with T-shirts and volleyball shorts, but problems arose after the company expanded into other, more-upscale fashions.

"This is the first of many steps in the restructuring and rebuilding of the Mossimo brand," said CEO Edwin Lewis.

With new top managers and a leaner operation, Mossimo is retooling in hopes of becoming the next big designer thing in department stores — stomping grounds for giants such as **Nautica** and Tommy Hilfiger.

**LOAD-DATE:** June 30, 1999

Source: News & Business > Combined Sources > News, All (English, Full Text) [i]



Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)  
Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*Joe Boxer Expands Business Into Japan DNR June 25, 1999*

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Business and Industry  
DNR

June 25, 1999

**SECTION:** Vol. 29, No. 75; Pg. 13; ISSN: 1092-5511

**RDS-ACC-NO:** 2037915

**LENGTH:** 164 words

**HEADLINE:** Joe Boxer Expands Business Into Japan

**HIGHLIGHT:**

Joe Boxer signs licensing agreement with Itochu Corp to distribute Joe Boxer underwear and lounge-wear in Japan starting in spring of 2000

**BODY:**

In a move to expand the Joe Boxer brand globally, Joe Boxer Corp. has signed a licensing agreement with Itochu Corp. of Japan for men's underwear and loungewear. Itochu Corp. is one of the largest trading companies in the world and a leader of the brand business in Japan. Itochu is also the master licensor and/or distributor for Guess, **Nautica**, Giorgio Armani, Vivienne Tam, Airwalk, Tommy Hilfiger and others.

Joe Boxer founder and chairman Nicholas Graham said in a release that he felt the time was right to take the brand to the next level. "Our essence has always been about humor and fun, which works in every language," he said.

Product distribution in Japan will consist of department and specialty stores throughout the country and should be in stores for spring 2000. --MELONEE McKINNEY Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. Copyright 1999 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc. 133

**TYPE:** Journal; Fulltext

**JOURNAL-CODE:** DNR

**LOAD-DATE:** January 14, 2005

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [\[i\]](#)

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*Spend a few hours shopping downtown or at nearby outlets Pensacola News Journal (Pensacola, FL) June 27, 1999 Sunday*

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Pensacola News Journal (Pensacola, FL)

June 27, 1999 Sunday

**SECTION:** EXPLORER; Pg. 15H

**LENGTH:** 730 words

**HEADLINE:** Spend a few hours shopping downtown or at nearby outlets

**BYLINE:** Sonja Lewis, Staff

**BODY:**  
By Sonja Lewis

News Journal staff writer

Some place - a treasure of finds and deals - is not going to be mentioned here.

It's impossible. There are just too many eclectic places to shop in Escambia and Santa Rosa counties.

The best advice to visitors is to ask around if there's something particular you're looking for. Chances are, it's here.

Downtown Pensacola, which over the past year has added several new shops, is a good place to start.

Among the new additions: The Front Room, 106 Palafox Place, which is the retail front room of the design-firm J G Interiors; and Curve for the Body and Soul, 280 N. Palafox St., which specializes in men's and women's dressy to casual clothing.

Downtown also boasts shops such as Liza and Ethereal women's casual clothing boutiques; Iron Gate Gallery, which carries unique gifts and collectibles; and Ordon's and Broadway Menswear, both of which are Pensacola fixtures.

Come downtown and spend a few hours.

"At least that much," said Steve Kling, administrative assistant for the Downtown Improvement Board. "Between the museums and the galleries, it would really take more hours than in a day."

Downtown Pensacola is becoming a magnet for art galleries, and this year, two more opened: Twelve South Palafox Gallery and Furnishings, 12 S. Palafox Place, and Interiors and Fattahi Fine Art, 43 S. Palafox St.

"I would say that 90 percent of the galleries are located centrally downtown," said Anthony Kelly, owner of SOHO Gallery, 29 S. Palafox St. "They're all within walking distance, and each gallery is unique and different from the other."

## Malls

For one-stop shopping, Pensacola has two malls.

Cordova Mall, at Ninth Avenue and Bayou Boulevard, features three major department stores, a movie theater with seven screens and a large food court.

"The thing that makes Cordova stand out is the strong fashion stores," said Tim Nolan, the mall's general manager.

University Mall is on Davis Highway near the Interstate 10/Interstate 110 interchange. This mall has three major department stores, a food court and the city's largest movie theater.

During the past year, Bugle Boy has opened, and accessory-shop Claire's Boutique will be opening soon. Waldenbooks has been remodeled and there's still the specialty shops such as Heart Dance Christian Music and Victoria's Secret.

While not in Escambia or Santa Rosa counties, many Navarre residents and visitors find it more convenient to go to movies or shopping at Santa Rosa Mall in Fort Walton Beach. The mall offers major department stores, specialty shops and a food court.

## Outlet shopping

No major outlet malls have locations in extreme Northwest Florida, but less than an hour away in Foley, Ala., is the Riviera Centre Factory Stores.

There are more than 120 outlet shops ranging from Polo, Coach, Waterford and Wedgewood to Nine West Shoes and Nike Factory Store. Among its new stores are: Pacific Sunwear, Zale's Outlet, Hoover and Tommy Jeans.

To the east, Silver Sands Outlet Center in Destin has more than 100 merchants. A new addition was completed Memorial Day weekend. Recently opened stores include Nike, Naturalizer, Fossil and Polo Jeans Co. Other longtime tenants are **Nautica**, Anne Klein, Dansk, Ann Taylor, Oneida, Tommy Hilfiger, Calvin Klein, Lenox and Kenneth Cole.

"The savings are anywhere from 20 to 70 percent," said Myra Williams, Silver Sands' marketing director. "We have a lot of convenient parking. And the kids can play at Morgan's while their parents shop for a few hours."

Morgan's is a family dining and entertainment center. Children can explore Morgan's upper floor, where there are more than 170 futuristic games.

The first floor features a pizza and pasta kitchen, and a sports bar and brew pub.

## PHOTO

Cordova Mall features three major department stores, a movie theater with seven screens and a large food court.

Tony Giberson/News Journal

Lang Tieu Petritsch highlights the hair of Lorlen Althar, 12, at the Looking Good Salon in Pace. Looking Good Salon is one of several day spas in the area.

**INSIDER'S TIP:** Pensacola is a hotbed for secondhand and consignment shops. Check out Secondhand Rose, 207 E. Main St., Pensacola (phone: 434-0160); Pinky Goes Platinum, 2904 N. 12th St., Pensacola

(phone: 436-8592; or Years A Go-Go, 4165 Barrancas Ave., Pensacola (phone: 458-9777).

SEE GRAPHIC ON MICROFILM

**LOAD-DATE:** June 11, 2002

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*Study looks at trends among retailers Lexington Herald-Leader June 29, 1999, Tuesday*

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Lexington Herald-Leader

**June 29, 1999, Tuesday**

**SECTION:** BUSINESS AND FINANCIAL NEWS

**KR-ACC-NO:** K2851

**LENGTH:** 533 words

**HEADLINE:** Study looks at trends among retailers

**BYLINE:** By Amy Baldwin

**BODY:**

Draw-string pants for the whole family are in. Bridal gowns are out.

Accent lamps might be hot, but toys are not.

That's the skinny on retail trends, according to a study released this month by a consulting business in Denver.

Thanks to the success of such chains as The Gap's Old Navy division, Abercrombie & Fitch and American Eagle Outfitters, family clothing is the fastest-growing sector of the retail apparel business, says the report, Retail Trends 1999 by G.A. Wright Inc. The International Council of Shopping last year reported a 7.5 percent sales increase for retailers that sell to mom, dad and children.

But family-owned family apparel stores had better watch out, because they often don't appeal to trendy 20-somethings: "Like, y'know, they wouldn't be found dead there," the study says.

That's not true of all family-run clothiers — not Lexington, Ky.-based Dawahare's, for example, said Michael Dawahare, merchandising manager of the 22-store family clothing chain.

"It's a valid point, but we have been able to combat it by doing two things. No. 1, those kids still want status brands like Tommy (Hilfiger), **Nautica** and Polo. So we carry a very deep penetration in the status brands," Dawahare said. "Second, we are an item-intensive company."

Being "item-intensive" means carrying the hottest fashion trends, he said. Dawahare's, he said, was the first retailer in town to advertise capri pants, which they stock heavily.

"The typical mom-and-pop (retailer) is a dinosaur and cannot compete with Old Navy and Abercrombie," Dawahare said. "We are always going to have the hot items and that's how we compete."

Here's what else the study said:

—Fewer nuptials has created a lull in the bridal industry. The average marrying age is 25, but the number of 25-year-olds is at a 30-year low.

But at least one Lexington bridal shop owner said she hasn't noticed a decline.

"The brides do seem to be getting older," said Vicki Ball, owner of Alter Ego of Lexington on Pasadena Drive. "But I have not noticed a decline in the amount of weddings I'm doing."

\_Home furnishing and home repair retail sales will continue to be strong as the home sale industry continues to boom. Upscale merchants will do the best.

The owner of one high-end Lexington home furnishings store said her customers are buying rugs, mirrors and paintings before she can get them into the store.

"People are buying the upper end furnishings sight unseen," said Andra Gyor, owner of The Salt Box. "It is linked to the economy. Everybody is doing well in the stock market and everybody is working. They have more discretionary money and want to fix their houses up and have nice things."

Annual sales through February were up 20 percent over sales the year before, Gyor said.

\_Larger discount shoe stores, which are often found in strip centers, are taking sales away from smaller mall specialty shoe stores.

\_Toy stores can expect fewer sales of Lego sets and Lincoln Logs until children of baby boomers start families of their own.

(c) 1999, Lexington Herald-Leader (Lexington, Ky.).

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<http://www.kentuckyconnect.com/>

**JOURNAL-CODE:** LX

**LOAD-DATE:** October 11, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [i]

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*Unilever; Brief Article Soap & Cosmetics July 1, 1999*

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Soap & Cosmetics

July 1, 1999

**SECTION:** No. 7, Vol. 75; Pg. 59

**IAC-ACC-NO:** 55360896

**LENGTH:** 57 words

**HEADLINE:** Unilever; Brief Article

**BODY:**

The **Nautica** designer license will join Calvin Klein and Elizabeth Arden as a member of Unilever's prestige fragrance and cosmetics brands, according to The Rose Sheet. Unilever has acquired **Nautica** fragrance and beauty product global license and plans to put its new product development under Unilever's Home and Personal Care division.

**IAC-CREATE-DATE:** August 30, 1999

**LOAD-DATE:** August 31, 1999

Source: [News & Business](#) > [Combined Sources](#) > News, All (English, Full Text) [1]

Terms: nautica and date(geq (1/1/1999) and leq (12/31/1999)) ([Edit Search](#) | [Suggest Terms for My Search](#))

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*French Fragrances Inc happi-Household & Personal Products Industry July 1999*

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Business and Industry

happi-Household & Personal Products Industry

July 1999

**SECTION:** Vol. 36, No. 7; Pg. 146; ISSN: 0090-8878

**RDS-ACC-NO:** 2056663

**LENGTH:** 444 words

**HEADLINE:** French Fragrances Inc

**HIGHLIGHT:**

French Fragrances, ranked number 30 on 'Happi's' Top 50 List, posted sales of \$309 mil for the end ended January 3, 1999

**BODY:**

French Fragrances, Inc.

14100 N.W. 60th Avenue

Miami Lakes, FL 33014

Tel: (305) 818-8000

Web site: [www.frenchfragrances.com](http://www.frenchfragrances.com)

Sales: \$309 million

SALES: \$309 million. Net income: \$12 million for the year ended January 31, 1999.

photo omitted

**KEY PERSONNEL:** E. Scott Beattie, president and chief executive officer Gretchen Goslin, senior vice president-marketing Paul West, senior vice president, sales management and planning Oscar E. Marina, vice president, general counsel and secretary William J. Mueller, vice president, chief financial officer and treasurer.

**MAJOR PRODUCTS:** Prestige fragrances including Geoffrey Beene (Grey Flannel, Eau de Grey Flannel and Bowling Green), Halston (Halston, Sheer Halston, Catalyst, Z-14, Halston Z and 1-12), Paul Sebastian, Inc. (PS Fine Cologne for Men, Design for Women, Design for Men, Casual for Women and Casual for Men) and several individual brands such as **Nautica** for Men, **Nautica** for Women, Competition, Wings by Giorgio Beverly Hills, Cigar Aficionado, Colors of Benetton, Hot and Cold, Tribu, Ombre Rose, Ombre D'or Faconnable, Salvador Dali, Salvador, Laguna, Dalissime, Dalimix, Cafe, Taxi, Watt, Balenciaga, Rumba, Lapidus, Creation, Fantasma and Chevignon. Also, Galenic Elancyl skin care products.

photo omitted



**NEW PRODUCTS:** PSI (Paul Sebastian, Inc.) fragrances (acquired January, 1999).

**COMMENTS:** Sales jumped 44% due to an increase in net sales of company distributed brands, primarily to mass market retailers. Like many other fragrance companies, French Fragrances relies on a strong holiday selling period. Last year, 65% of sales were made in the second half of the year.

For the first quarter ended April 30, sales rose 24% to \$57.5 million, but the company reported a net loss of \$1.4 million, compared to net income of \$304,000 during last year's quarter.


"We are pleased with our continued sales growth across our business and that we have attained results consistent with analysts' expectations," said E. Scott Beattie, president and chief executive officer. "We also are satisfied with our continued progress in working capital utilization. The integration of the Paul Sebastian business is complete, and we are very excited about the contribution this acquisition will have on our business, both in terms of financial results for the balance of the year and in positioning the company to continue to acquire additional brands and distribution relationships."

Chairman Rafael Kravec stepped down during the year and now serves as non-executive chairman of the board. Copyright 1999 Rodman Publishing Corp. Copyright 1999 Rodman Publishing Corp. 367

**TYPE:** Journal; Ranking; Fulltext

**JOURNAL-CODE:** HAPPIFT

**LOAD-DATE:** January 14, 2005

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*fashion forecast; children's wear Children's Business July 1, 1999*

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Children's Business

July 1, 1999

**SECTION:** No. 7, Vol. 14; Pg. 120 ; ISSN: 0884-2280

**IAC-ACC-NO:** 55369624

**LENGTH:** 687 words

**HEADLINE:** fashion forecast; children's wear

**BODY:**

Several style innovators look into the future and predict what kids will be wearing in 10 years.

"Of course kids' fashions will evolve in the new millennium, but some things will never change, and that's comfort, the freedom of expression and, most importantly, being cool. You'll always see a classic twist in each new collection I design for **Nautica** Kids, yet the quality, functional fabrics and styles will keep them looking very modern and up-to-date whatever year it happens to be."--David Chu, **Nautica** Kids

"As Cozy Toes approaches the millennium, we are focusing on a global approach to dressing; clothing that is versatile in various climates and suitable for many occasions. We are also looking forward to new technological advances in the textile industry, exploring not only new finishes for natural fibers but new synthetic blends as well."--Deborah Schoch and LeeAnn Stover, Cozy Toes

"In a society that has become so used to disposable products, there will be a greater turn towards buying quality craftsmanship and top fabrics. Things handmade will also play an important role--We will continue to see a lot of embroidery detailing. Zutano's trademark fine combed interlock cotton and unique prints will be even more sought out by this new sensualist movement.

Fashion savvy 'Generation X' is also coming into the baby age. These non-traditionalists will be looking for original, quality clothing for their infants--again uniqueness will be key. New modern colors will continue to play important roles in infant and toddler wear, such as oranges and lime. For Baby, these colors mixed with pastels create a new, fresh look." --Uli Belenky, Zutano

"Nonconformity ... as with the mind so goes style." --Sindy Bang, Bang!

"My super-duper crystal ball (driven by a special Yak-chip inside) tells me that in 10 years Mak the Yak kids will be wearing clothing made of extremely thin, yet dense, maxi-lightweight high-performance fabrics. These fabrics will be made in a heat-and-pressure process similar to felting. Traditional woven and knit fabrics will be nostalgia and novelty items, while most kids will wear felted microfiber blends to play in. Not only will these fabrics breathe well, but because different blends will be possible, fabric colors will be mixed right within the fabric rather than in dyeing, and more complex brights and shinies (sic) will be big. I also see added fibers that can change color with heat or light, just like a chameleon. Because the fabrics are felted, cut fabric edges will be left as is. These fabrics will be much easier to mold into fun, airy shapes."--

Eve Bohlin, Mak the Yak

"Mission--To define Rocket Girl's vision for the future: As technology advances so does fashion. We at Rocket Girl are working around the clock in our secret laboratory developing super fabola cool stuff. Incorporating the latest electronic devices into our homogeneous creations is our current top secret project (so don't tell anyone). We are hoping for a collaboration with N.A.S.A. to develop some space suits that are a little more, shall we say, fashion forward. Peace, love, drink milk ..." --R.G.S.L (Rocket Girl Secret Lab)

"In 10 years, kids will be as informed, if not more informed, about fashion and fabrics as their parents. Crisp white nylon outerwear will be laser cut and sealed, not sewn. Kids will understand sleekness. Denim will be infused with nylon, and it will have futuristic quilting. High pile polyester will sparkle with aluminum fiber, and knit tops will be rayon high rib."--Tommy Hilfiger, Tommy Hilfiger Kids

"I am always inspired by how children express their own sense of style. In many ways, they know what 'works' naturally. There will always be traditional elements to any collection of clothing that I design ... but there also needs to be a spirited, fun and spontaneous aspect that reflects the kids who wear them. As we move into the millennium ... fabric innovations, fewer 'rules,' and the way that kids, themselves, change ... will lead to more options ... and new modern looks."--Ralph Lauren, Ralph Lauren Kids

**IAC-CREATE-DATE:** September 17, 1999

**LOAD-DATE:** September 18, 1999

Source: [News & Business > Combined Sources > News, All \(English, Full Text\)](#) [\[1\]](#)

Terms: [nautica](#) and [date\(gteq \(1/1/1999\) and leq \(12/31/1999\)\)](#) ([Edit Search](#) | [Suggest Terms for My Search](#))

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